



2013 ANNUAL REPORT
INDIANA MAIN STREET COMMUNITY
DUE JANUARY 17, 2014

Please type or print clearly

CONTACT INFORMATION:

County: Lake County
City/Town: Highland, Indiana
Organization: Highland Main Street Bureau
Contact Person: Cecile L. Petro
Mailing Address: 3333 Ridge Road
Highland, IN 46322

Website: highland.in.gov **Email:** cpetro@highland.in.gov
Telephone: 219-972-7598 **Fax:** 219-972-5097

1. **Attachment A:** The Board
 - a. Please attach a current listing of Board Members

2. **Attachment B:** Committees
Typical Committees are Organization, Design, Economic Restructuring, and Promotion
 - a. Please attach a current list of Committees
 - b. Please attach a current list of Committee Members

3. Please attach your 2014 Work Plan for your Boards and Committees in ATTACHMENT C.
 - a. If you do not have work plans, would your organization like to learn how to create them?
YES OR NO

4. Please list three important accomplishments for the organization in 2013.
 - a. Reimbursed five property owners \$83,463.44 for completion of the Façade Improvement Grant projects totally \$278,211.00 in improvements. Some of the projects were started in 2012.
 - b. Held first Festival of the Trail event.
 - c. Raised \$20,000.00 from businesses, residents, and the Town Council for holiday decorations.

5. What have been your greatest challenges for the remainder of 2013?
 1. The greatest challenge has been deciding on a course of action to assess the future of the Town Theatre that is owned by the Highland Redevelopment Commission.
 2. The second greatest challenge has been in recruiting volunteers for the number of projects that Highland Main Street would like to undertake.

6. What kind of trainings would you like to see Indiana Main Street provide in 2014? Please list below:
 - a. How to certify our business owners with MWBE.
 - b. Continue with "how-to" sessions that share ideas and best practices among Main Street members.

7. What topics would you like to learn more about? Please list below:
 - a. How to increase retail in the downtown.

b. How to effectively market, publicize and get the word out about events.

8. Indiana Main Street can provide these services (not a complete listing) let us know what you need:
- i. Attend a Board Meeting
 - ii. Speak at Annual Meeting
 - iii. Facilitate and/or participate in Board Retreat
 - iv. Facilitate a Board Orientation
 - v. Provide a Main Street 101 for Board Members, Committee Members, and/or the public
 - vi. Provide training for Board Members including, Responsibilities and Duties
 - vii. Facilitate or Plan a Work Plan Session with Main Street Organization

9. Would your organization be interested in hosting a Community Exchange for 2014? YES or NO

10. Would your organization be interested in hosting an Indiana Main Street Conference? YES or NO

11. **Attachment D:** Organizational Documents

- a. Please attach a current copy of Organization's Budget

12. **Attachment E:** Main Street by the Numbers, Excel spreadsheet* (complete to the best of your knowledge)

***If you are a new community for the 2013 year, you do not need to fill out the Main Street by the Numbers Excel spreadsheet.**

THANK YOU FOR YOUR ASSISTANCE!

Please return your completed Mid Year report by January 17, 2014 via U.S. mail, email, or fax.

**Indiana Main Street
Indiana Office of Community and Rural Affairs
One North Capitol, Suite 600
Indianapolis, IN 46204
Attn: Shae Kmicikewycz**

Email: skmicikewycz@ocra.in.gov

Fax: (317) 233-3597

PLEASE CALL Shae Kmicikewycz AT (317) 232- 8910 WITH ANY QUESTIONS.

ATTACHMENT CHECKLIST:

Please provide us with a copy of the following materials, if applicable:

- ATTACHMENT A:** Current Board Member list, agenda, and minutes
- ATTACHMENT B:** Current list of Committees, and members
- ATTACHMENT C:** Current Work Plans for Board/Committees
- ATTACHMENT D:** Organization Budget
- ATTACHMENT E:** Main Street by the Numbers (Excel Spreadsheet)

ATTACHMENT A

HIGHLAND MAIN STREET BUREAU ANNUAL REPORT 2013

1. CURRENT BOARD MEMBER LIST
2. AGENDAS
3. MINUTES

HIGHLAND MAIN STREET

BOARD MEMBERS

2013

Highland Main Street Board is made up of a Redevelopment Commission member, a liaison from the Town Council, a member of the Economic Development Commission, an appointment from the Chamber of Commerce, and interested residents. The following were appointed in 2013 by the Town Council:

Interested Residents

Allencia Ballard

Shirley Frankiewicz

Tom Frankiewicz

Darlene Barron

Vickie Rust

Robert Breitweiser

Dawn Diamantopoulos

Carole Kutcka

Sean Kingston

Dan Dunn

Chamber Appointment

Cindy Rivera

Economic Development Commission Appointment

George VandeWerken

Town Council Liaison

Dan Vassar

Redevelopment Commission Member

Bridget DeYoung

HIGHLAND MAIN STREET
Highland Municipal Building Upper Conference Room
Agenda for January 3, 2013
7:30 PM

1. Roll Call
2. Approval of the November 28, 2012 HMS Meeting Minutes and December 6, 2012 Art & Music Committee Minutes
3. Update on Façade Improvement Grant Program
4. Social Media Committee Report—Allencia
5. Art and Music Subcommittee Report—Bridget, Joanna, Jodi, Mario
 - Spring Art Display
 - Future music, dance, and art projects
 - Tree Lighting Caroling Review
 - Christkindlmarket
6. Town Theatre Update and Theatre Strategic Vision (Operational Goals)/—Cecile and Dan
7. Volunteer Committee
8. Nature Committee
9. Sports/Business Partnership Committee
10. Meetings with Downtown Businesses
11. Future organization of Highland Main Street
12. Discussion
13. Adjournment

HIGHLAND MAIN STREET
Highland Municipal Building Upper Conference Room
Agenda for February 7, 2013
7:30 PM

1. Roll Call
2. Approval of the January 3, 2013 HMS Meeting and November 28, 2012 HMS Meeting Minutes
3. Update on Façade Improvement Grant Program—Bridget , Cecile, & Mario
 - Update on progress
 - Brochure for property owners
4. Social Media Report, Cash Mob, and HMS Branding—Allencia
5. Art and Music Report
 - Spring Art Display--Joanna
 - Future music, dance, and art projects—Rebecca & Jodi
 - Christkindlmarket--Mario
 - Christmas Decorations--Shirley
6. Town Theatre
 - Update on Theatre --Cecile
 - Strategic Vision (Operational Goals)—Dan
7. Volunteer Committee
8. Nature Committee
9. Sports/Business Partnership Committee
 - Meeting with Purdue Calumet's Athletic Director—Cecile & Bridget
 - Chairman Needed
10. Goals for 2013
11. Next Meeting with Downtown Businesses
12. Discussion
13. Adjournment

HIGHLAND MAIN STREET
Highland Municipal Building Upper Conference Room
Agenda for March 14, 2013

7:30 PM

1. Roll Call
2. Approval of the Minutes for the November 28, 2012, January 3, 2013, and February 7, 2013 HMS Meetings
3. Update on Façade Improvement Grant Program—Bridget and Cecile
 - New Application Received from Cakes by Karen 8632 Kennedy Avenue
 - Brochure for property owners
4. Social Media Report and HMS Branding—Allencia and Dawn
5. Pop-Up Gallery on March 14, 2013—Dawn
6. Cash Mob Event on March 16, 2013—Cindy, Allencia, Dawn
7. Art and Music Report
 - Spring Art Display--Joanna
 - Future music, dance, and art projects—Rebecca & Jodi
 - Christkindlmarket--Mario
 - Christmas Decorations—Shirley and Tom
8. Town Theatre
 - Update on Theatre --Cecile
 - Strategic Vision (Operational Goals)—Dan
9. Volunteer Committee
10. Nature Committee—Darlene
11. Sports/Business Partnership Committee—Tom ?
12. Goals and Work Plan for 2013—Cecile and Bridget
13. Next Meeting with Downtown Businesses—Bridget
14. Potential Artist Studio Space/Coffee Shop in Downtown
15. Discussion
16. Adjournment

HIGHLAND MAIN STREET
Highland Municipal Building Upper Conference Room
Agenda for April 4, 2013
7:30 PM

1. Roll Call
2. Approval of the Minutes for the November 28, 2012, January 3, 2013, February 7, 2013, and March 14, 2013 HMS Meetings
3. Update on Façade Improvement Grant Program—Bridget and Cecile
 - Brochure for property owners
 - Distribution of Brochures
4. Social Media Report and HMS Branding—Allencia and Dawn
5. Review of the Fifth Pop-Up Gallery on March 14, 2013—Dawn
6. Review of the First Cash Mob Event on March 16, 2013—Cindy and Dawn
7. Art and Music Report
 - Spring Art Display in Downtown Business Windows—Joanna
 - Window Art Gallery--Dawn
 - Future music, dance, and art projects—Rebecca & Jodi
 - Christkindlmarket--Mario
 - Christmas Decorations—Shirley and Tom
8. Relocation of Sculpture
9. Municipal Parking Lot
10. Town Theatre
 - Update on Theatre --Cecile
 - Strategic Vision (Operational Goals)—Dan
11. Volunteer Committee
12. Nature Committee—Darlene
13. Sports/Business Partnership Committee—Tom ?
14. Next Meeting with Downtown Businesses—Bridget
15. Status Report on the Potential Artist Studio Space/Coffee Shop in Downtown—Cecile and Bridget
16. Discussion
17. Adjournment

HIGHLAND MAIN STREET
Highland Municipal Building Upper Conference Room
Agenda for May 2, 2013
7:30 PM

1. Roll Call
2. Approval of the Minutes for the November 28, 2012, January 3, 2013, February 7, 2013, March 14, 2013, and April 4, 2013 HMS Meetings
3. Update on Façade Improvement Grant Program—Bridget and Cecile
 - Brochure for property owners
 - Distribution of Brochures
4. Social Media Report and HMS Branding—Allencia and Dawn
5. MWBE Seminar--Bridget
6. Schedule the Second Cash Mob Event—Cindy and Dawn
 - Location and date
 - Organizer
7. Art and Music Report
 - Spring Art Display in Downtown Business Windows—Joanna
 - Distribution of art to businesses
 - Window Art Gallery—Dawn and Bridget
 - Future music, dance, and art projects—Rebecca & Jodi
 - Christkindlmarket--Mario
 - Christmas Decorations—Shirley and Tom
 - Artist Studios/Coffee Shop—Dawn and Cecile
 - Art on the Trail—Bridget
 - Coupon Program—Bridget
 - Fund Raising Events for the School System at Local Businesses--Bridget
8. Relocation of Sculpture
 - Review locations from photos
 - Ask for volunteers to go to the sites and recommend a location
9. Municipal Parking Lot
 - Suggestions for improving the lot
10. Town Theatre
 - Update on Theatre --Cecile
 - Strategic Vision (Operational Goals)—Dan
 - Decide on short term guidelines
 - Decide on long term guidelines
 - Research on Theaters Around the Country--Christian
11. Volunteer Committee

12. Nature Committee—Darlene
13. Sports/Business Partnership Committee—Tom ?
14. Fitness Committee--Sean
15. Next Meeting with Downtown Businesses—Bridget
16. Status Report on the Potential Artist Studio Space/Coffee Shop in Downtown—Cecile and Bridget
17. Discussion
18. Adjournment

HIGHLAND MAIN STREET
Highland Municipal Building Upper Conference Room
Agenda for June 6, 2013
7:30 PM

1. Roll Call
2. Approval of the Minutes for the May 2, 2013 HMS meeting
3. Update on Façade Improvement Grant Program—Bridget and Cecile
--Distribution of Brochures
4. Social Media Report and HMS Branding—Allencia and Dawn
5. MWBE Seminar--Bridget
6. Schedule the Second Cash Mob Event—Cindy and Dawn
--Location and date
--Organizer
7. Art and Music Report
--Spring Art Display in Downtown Business Windows—Joanna
--Window Art Gallery—Dawn and Bridget
--Future music, dance, and art projects—Rebecca & Jodi
--Christkindlmarket--Mario
--Christmas Decorations—Shirley and Tom
--Artist Studios/Coffee Shop—Dawn and Cecile
--Art on the Trail—Bridget
--Coupon Program—Bridget
--Fund Raising Events for the School System at Local Businesses--Bridget
8. Relocation of Sculpture—Darlene & Lee
--Review locations from photos
--Ask for volunteers to go to the sites and recommend a location
9. Municipal Parking Lot
--Suggestions for improving the lot
10. Town Theatre
--Update on Theatre --Cecile
--Research on Theaters Around the Country--Christian
11. Volunteer Committee
12. Nature Committee—Darlene & Tom
13. Sports/Business Partnership Committee
14. Fitness Committee--Sean

15. Review of Downtown Businesses meeting on May 31, 2013—Bridget

16. Discussion

17. Adjournment

HIGHLAND MAIN STREET
Highland Municipal Building Upper Conference Room
Agenda for July 11, 2013
7:30 PM

1. Roll Call
2. Approval of the Minutes for the June 6, 2013 HMS meeting
3. Update on Façade Improvement Grant Program—Bridget and Cecile
--Rendition by Purdue Calumet Student
4. Social Media Report and HMS Branding—Allencia and Dawn
5. Second Cash Mob Event—Cindy and Dawn
--Saturday, July 13, 2013 at The Comfy Couch
6. Art and Music Report
 - Review of Spring Art Display in Downtown Business Windows—Joanna
 - Window Art Gallery—Dawn and Bridget
 - Future music, dance, and art projects—Rebecca & Jodi
 - Christmas Decorations—Shirley
 - Artist Studios/Coffee Shop—Dawn and Cecile
 - Festival on the Trail—Jillian
 - Committee Meeting Date
7. Relocation of Sculpture—Darlene & Lee
--Update
8. Municipal Parking Lot
--Update on Repaving
9. Town Theatre
--Long-term, Non-recurring costs—Dan
10. Nature Committee—Darlene & Tom
11. Communication with Downtown Businesses—Bridget
12. Discussion
13. Adjournment

HIGHLAND MAIN STREET
Highland Municipal Building Upper Conference Room
Agenda for August 1, 2013
7:30 PM

1. Roll Call
2. Approval of the Minutes for the May 2, 2013, June 6, 2013 and July 11, 2013 HMS meetings
3. Update on Façade Improvement Grant Program—Bridget and Cecile
4. Social Media Report and HMS Branding—Allencia and Dawn
5. Third Cash Mob Event—Cindy and Dawn
 - Saturday, September 21, 2013 at Primitive Peddler
6. Art and Music Report
 - Fall/Winter Art Display in Downtown Business Windows—Joanna
 - Future music, dance, and art projects—Rebecca & Jodi
 - Christmas Decorations—Shirley
 - Artist Studios/Coffee Shop—Dawn and Cecile
 - Festival on the Trail—Jillian
 - Review flyer
 - Review general coupon
 - Review Sidewalk Sale Regulations (draft)
7. Relocation of Sculpture—Darlene & Lee & Tom
 - Update
8. Municipal Parking Lot
 - Update on Repaving
9. Town Theatre
 - Update
10. Nature Committee
 - Review of visit from Shirley Hines Land Trust--Darlene & Tom
11. Communication with Downtown Businesses
 - Review Sandwich Sign Ordinance (draft)-- Bridget
12. Discussion
13. Adjournment

HIGHLAND MAIN STREET
Highland Municipal Building Upper Conference Room
Agenda for September 5, 2013
7:30 PM

1. Roll Call
2. Approval of Minutes
3. Update on Façade Improvement Grant Program—Bridget and Cecile

4. Third Cash Mob Event—Cindy and Dawn
 --Saturday, September 21, 2013 at Primitive Peddler

6. Art and Music Report

 --Christmas Decorations—Shirley

 --Festival on the Trail—Jillian
 --Review flyer
 --Review general coupon
 --Review Sidewalk Sale Regulations (draft)

7. Town Theatre
 --Update

8. Discussion

9. Adjournment

HIGHLAND MAIN STREET
Highland Municipal Building Upper Conference Room
Agenda for October 10, 2013
7:30 PM

1. Roll Call
2. Approval of the Minutes for the May 2, 2013, June 6, 2013, July 11, 2013, and September 5, 2013 HMS meetings
3. Update on Façade Improvement Grant Program—Bridget and Cecile
4. Review of the Festival of the Trail—Jillian, Dawn, Mario, Sean, Shirley, & Bridget
5. Report on the Third Cash Mob held on September 21, 2013 at the Primitive Peddler—Cindy
6. Cash Mob Event on March 16, 2013—Cindy, Allencia, Dawn
6. Fall Art Display—Joanna
8. Holiday Decorations—Shirley, Tom, and Carole
9. Tree Lighting Ceremony—Bridget
10. Fitness Committee—Sean
11. Nature Committee—Darlene
12. Town Theatre
 - Update on Theatre --Cecile
 - Non-Recurring Goals—Dan
13. Discussion
14. Adjournment

HIGHLAND MAIN STREET
Highland Municipal Building Upper Conference Room
Agenda for November 7, 2013
7:30 PM

1. Roll Call – Introduction of new members
2. Approval of the Minutes
3. Update on Façade Improvement Grant Program—Bridget and Cecile
4. Set up planning meeting (breakfast) for next trail festival
6. Fall Art Display—Joanna
8. Holiday Decorations—Shirley, Tom, and Carole
9. Tree Lighting Ceremony – Bridget
10. Fitness Committee—Sean
11. Nature Committee—Darlene
12. Town Theatre
 - Update on Theatre --Cecile
 - Non-Recurring Goals—Dan
13. Discussion
14. Adjournment

HIGHLAND MAIN STREET
Highland Municipal Building Upper Conference Room
Agenda for December 4, 2013
7:30 PM

1. Roll Call – Introduction of new members
2. Approval of the Minutes
3. Update on Façade Improvement Grant Program—Bridget and Cecile
4. Set up planning meeting (breakfast) for next trail festival
6. Fall Art Display—Joanna
8. Holiday Decorations—Shirley, Tom, and Carole
9. Tree Lighting Ceremony – report of event
10. Fitness Committee—Sean
11. Nature Committee—Darlene
 - Park Department's Five Year Plan
 - Highland Community Foundation's Assistance
12. Town Theatre
 - Update on Theatre --Cecile
 - Non-Recurring Goals— Dan
 - Artist Print – Bridget
13. Discuss Rescheduling January 2, 2014 Meeting to January 9, 2014
14. Discussion – Next meeting we will be putting together a calendar of events for 2014 along with goals for the year.
15. Adjournment

HIGHLAND MAIN STREET MEETING

Town of Highland 3333 Ridge Road Highland, Indiana 46322

JANUARY 3, 2013 MINUTES

Call to Order

At 7:36 PM, the Highland Main Street (HMS) meeting was called to order by President Bridget DeYoung in the Upper Conference Room of the Highland Municipal building located at 3333 Ridge Road.

Roll Call:

The following members of the 2012 Highland Main Street Board were present: Bridget DeYoung, Shirley Frankiewicz, Allencia Ballard, and Cecile Petro. 2013 HMS Board members have not been appointed. Others present included Rebecca Vander Platts, Mario DeGeorge, Joanna Smith, DJ DeYoung, Lee Krause, and Tom Frankiewicz.

Minutes:

No HMS minutes were approved due to the lack of a quorum. Rebecca made a motion to approve the ***Art & Music Committee minutes of December 6, 2012***. Mario seconded the motion. Motion carried by voice vote.

Update on Façade Improvement Grant (F.I.G) Program

Cecile provided an update on all F.I.G. projects. Bridget encouraged all members to contact downtown owners to apply for the façade program while funds are available. Discussion ensued regarding the development of a ***possible brochure to distribute to property owners***. Cecile will send out the FIG guidelines along with before and after pictures of current projects. Mario volunteered to provide a draft brochure that will be emailed to all members to review and comment.

Social Media Committee Report and Facebook Page Update

Bridget, Allencia, Rebecca, and Dawn Diamantopoulos are all working on the facebook© page for HMS. They asked all members to "like" the page and to share the site with their friends and family. They also asked members to ***share events and pictures and send them to Allencia, Bridget or Rebecca***. Members of this committee will report back at the next meeting about the steps needed to create a group facebook© page.

Arts & Music Subcommittee

Joanna will work with the Highland Middle School art teacher to develop a theme for the summer ***(May/June) art display*** in the downtown businesses. It was suggested that students pick up their own art work at the end of the display period.

Bridget provided an update on the **tree lighting caroling** event that took place on November 24, 2012 as part of the town's tree lighting ceremony and Santa's Parade. She stated that information needs to be distributed to the Park Department well ahead of time, so that it can be included in the park department brochure and winter program guide. She expects the event to grow in 2013.

Allencia volunteered to organize the first "**Flash Mob**". Cecile will send her information on how they are organized. Others interested in participating should contact either Cecile or Allencia.

Shirley will **develop a letter to be distributed to businesses requesting funds to decorate the downtown** during the Christmas holiday season. She will send a draft letter to Cecile, it will be placed on HMS letterhead, and then it will be distributed to HMS members so that they are able to approach businesses with a letter approved by HMS.

Cecile reported that we have an **agreement with the park department** regarding musicians performing in the park during the Farmers' Market on Saturdays during the summer and fall. She encouraged members to contact Jodi Pesich if they know of musicians who would like to perform.

Bridget will talk with Dawn Diamantopoulos, our Art Curator for the Pop-Up Galleries, regarding a **downtown art display to run concurrently with another event**. Advertising on our facebook page for artists may be a way to generate interest.

Mario will contact possible vendors for the proposed **Christkindlmarket** event in December 2013. He will also contact Purdue Calumet's Department for Construction Management and Highland High School regarding their interest in building the village.

Volunteer Manual and Volunteer Coordinator

Cecile asked all attendees to **email their volunteer hours** to her, so that the final report of HMS can be completed and sent to the state.

Nature Committee

Bridget will contact Dawn Diamantopoulos regarding a possible **rendition of a nature trail** starting at the NIPSCO Substation parking lot off of Liable Street parking lot near the levee, continuing on the levee, and finishing in the downtown. Allencia will research DeVry's interest in this subject. Mario may also be able to provide us with a rendition. Bridget suggested that the area be called the "Highland Herons" area.

Sports Partnership for Downtown Activities

No action. Bridget asked for someone to **chair this committee**.

Meetings with Downtown Businesses

Bridget will notify the group when the **next downtown business meeting** will be held.

Business and Announcements from Members

No announcements were made this month.

Highland Main Street Bureau Board

Cecile and Bridget asked those who are interested in *becoming a HMS Board member* to send in their application to the Clerk-Treasurer's office as soon as possible. Everyone is welcome to join HMS, however, if that is not possible, please continue to attend the meetings.

Town Theatre

Cecile and Bridget provided an update on the Town Theatre. Many businesses have stepped forward to volunteer their time to assess the theatre building. Until that process is completed, no other decisions will be made. Cecile distributed Dan Dunn's *operational goals* from the last meeting. She encouraged everyone to email comments to her before the next meeting. Dan could not attend the meeting and would like to receive all comments before revising his draft.

Discussion and comments

Allencia expressed the need to *establish a brand for HMS*. She stated that branding increases the awareness of a product, organization, or idea.

Adjournment

The meeting was adjourned by general consent at 9:23 PM. Minutes respectively submitted by Cecile L. Petro, Highland Redevelopment Director.

HIGHLAND MAIN STREET MEETING

Town of Highland 3333 Ridge Road Highland, Indiana 46322

FEBRUARY 7, 2013 MINUTES

Call to Order

At 7:35 PM, the Highland Main Street (HMS) meeting was called to order by President Bridget DeYoung in the Upper Conference Room of the Highland Municipal building located at 3333 Ridge Road.

Roll Call:

The following members of the 2012 Highland Main Street Board were present: Bridget DeYoung, Shirley Frankiewicz, Cindy Rivera, and staff member Cecile Petro. Members Tom Frankiewicz, Dan Vassar, George VandeWerken, Vickie Rust, Allencia Ballard, Darlene Barron, were absent. Others present included Mario DeGeorge, Lee Krause, Dan Dunn, Dawn Diamantopoulos and student intern Sonia Raquel.

Minutes:

HMS minutes from November 28, 2012 and January 3, 2013 were not approved due to the lack of a quorum.

Update on Façade Improvement Grant (F.I.G) Program

Cecile provided an update on all F.I.G. projects. A **draft brochure** was presented for comment. Some of the comments were to eliminate underlining, increase the font size for headings, and include more "before and after" pictures within the brochure and less text. A revised brochure will be sent out before the next meeting.

Social Media Committee Report and Facebook Page Update

Dawn mentioned that she needs additional pictures for the **facebook® page and website**.

Although Allencia Ballard could not attend, she provided information about holding a "**Cash Mob**". This idea focuses on supporting locally owned and operated businesses in the downtown. Organizers meet beforehand and designate a local store that a group or "mob" will descend upon and spend at least \$20.00. Owners must approve of the idea and have sufficient inventory for the group to pick from and purchase. Afterwards, the "mob" joins together at a local establishment to meet new people and celebrate the downtown event. Cindy, Dawn, and Allencia will organize an event within the next two months.

Arts & Music Subcommittee

Bridget reported that Joanna Smith has contacted the Highland Middle School art teacher and she has assigned an art project to the students for our summer (*May/June*) **art display** within the downtown businesses.

Bridget also reported that Rebecca VanderPlaats is requesting assistance to track **theater in Highland**. Those interested should contact Cecile.

Mario will meet with Purdue Calumet, local alcohol vendors, and high school faculty to encourage interest in a future **Chriskindlmarket** event.

Shirley *developed a letter to be distributed to businesses requesting funds to decorate the downtown* during the Christmas holiday season. She will approach businesses with the letter when it is approved by HMS. Everyone agreed that there should be a statement within the letter stating that contributors will be recognized in some way, either through the Gazebo Express, a sign listing all contributors, small signs placed next to the item, and/or on the website and facebook© page. Further comments on the letter should be emailed to Cecile, so that it can be approved at the next meeting.

Dawn is preparing another **Pop-Up Gallery** on March 14, 2013 at 2939-2941 Jewett Street at 4:30 PM hosted by Nick and Pat Popa. Mario will investigate whether he will be able to design the flyer for the event. If he cannot, we may have to go through a local printer. Dawn stated that two artists have been contacted and will participate in the event.

Cecile and Dawn informed the group that a developer is interested in purchasing a building in Highland that would have a **coffee shop and twenty spaces for artist studios**. Dawn will be seeking artists to commit to the space. If anyone knows of artists (including fine craft persons) who need space and are willing to pay \$250 per month, please notify Dawn. The developer will not move forward without a commitment by twenty artists. It could also be utilized by a small business person who needs a small space. Sonia will seek out information from Purdue Calumet and Dawn will contact the South Shore Arts program and other local artists.

Bridget stated that we want to **encourage artists to display their art in the downtown**. If our group finds someone or a few who would like to do so, please have a discussion with them and refer them to HMS.

Town Theatre

Cecile provided an update on the status of the theatre. A 100-Amp service panel has been installed by Hyre Electric, free of charge. NIPSCO has been contacted and electricity is flowing, but the gas service has not been connected, as yet. When that is completed, Popa Heating and Cooling has volunteered to try and start up the furnace. Indoor Environmental provided a free mold inspection inside the theatre. Since serious mold was detected; therefore, tyvec suits, booties, gloves, and respirators must be worn at this time.

Dan outlined two basic philosophies regarding the **operations for the theatre**:

- A. The town remains the owner of the theatre and hires a manager who would hire part-time employees and manage the entire project including marketing, sales, and operations.
- B. The town remains the owner of the theatre and either:

1. The town would lease out the theatre and the leasee would perform all of the improvements once the theatre is stabilized and minimal improvements are made to the electrical, plumbing, heating & cooling systems and roof.
2. The town would lease out the theatre after all building improvements are completed and the leasee would do some renovations, but major costs would be incurred by the town.

The group discussed and commented on both of these options. Dan will gather these ideas and prepare a report for the group at that next meeting.

Volunteer Manual and Volunteer Coordinator

No report.

Nature Committee

No report.

Sports Partnership for Downtown Activities

Cecile reported that she and Bridget met with Rick Costello, the new Athletic Director at Purdue Calumet and Jordon Bruner, the Sports Information Director at Purdue to pursue joint efforts between **downtown business and athletic programs**. Some of the possible new projects will be to offer student athletes coupons from downtown restaurants after sporting events, hang pennants and place sport schedules within restaurants and bars, and fly banners on light poles before the fall athletic season begins. Shirley will ask Tom Frankiewicz if he would like to be in charge of this project.

Goals/Work Plan for 2013

Goals/Work Plan for 2013 will be reviewed during this next month and will be approved at the next meeting. Comments should be sent to Cecile.

Meetings with Downtown Businesses

Bridget will notify the group when the *next downtown business meeting* will be held.

Business and Announcements from Members

The March meeting date will need to be changed due to a meeting conflict among several members. Members want to keep the meeting on a Thursday. Cecile will send out requests for dates.

Adjournment

The meeting was adjourned by general consent at 9:40 PM. Minutes respectively submitted by Cecile L. Petro, Highland Redevelopment Director.

HIGHLAND MAIN STREET MEETING

Town of Highland 3333 Ridge Road Highland, Indiana 46322

March 14, 2013 MINUTES

Call to Order

At 7:37 PM, the Highland Main Street (HMS) meeting was called to order by President Bridget DeYoung in the Upper Conference Room of the Highland Municipal building located at 3333 Ridge Road.

Roll Call:

The following members of the 2012 Highland Main Street Board were present: Bridget DeYoung, Shirley Frankiewicz, Cindy Rivera, Dan Dunn, and staff member Cecile Petro. Members Tom Frankiewicz, Dan Vassar, George VandeWerken, Vickie Rust, Allencia Ballard, Darlene Barron, were absent. Others present included Dawn Diamantopoulos, Alicia Rosignal, and Christian Barthelomew.

Minutes:

HMS minutes from November 28, 2012, January 3, 2013, and February 7, 2013 were not approved due to the lack of a quorum.

Update on Façade Improvement Grant (F.I.G) Program

Bridget and Cecile provided an update on F.I.G. projects to date. Cakes by Karen located at 8632 Kennedy Avenue just submitted a new application. The Redevelopment Commission's Design Advisory Committee is reviewing the application for compliance with the design standards.

The new Façade Improvement Grant brochure will be completed by the end of March. A student intern, from Purdue Calumet, Jessica N. Gerlich, is redesigning the brochure under the direction of Purdue University Calumet Professor Carolyn Bioarsky. Once printed, Bridget will meet with downtown business people to distribute the brochure and to inform them about the program.

Social Media Committee Report and Facebook Page Update

Bridget asked all members to email Highland news to her to be placed on our Facebook© Page. Also, if you haven't already, please "like" the page.

Pop-Up Gallery

The fifth Pop-Up Gallery was held tonight at 2939 Jewett Street, a space for lease by owners Nick and Pat Popa. She provided appetizers, wine and other drinks, and live music. About 60-65 people attended and four paintings were sold. Bridget explained the goals of the Pop-Up Gallery which include 1) to advertise spaces for lease and for sale in Highland; 2) to provide fine art to the community; and 3) to encourage networking among business persons.

Cash Mob Event to be Held on March 16, 2013

Hoosier Highlander, an art supply store located at 2932 Highway, will be the location of the first Cash Mob in Highland on Saturday, March 16, 2013. Everyone is encouraged to attend and show support for our local businesses by spending \$20. Cindy showed her St. Patrick's Day decorated hat to the group. Everyone will rally around Cindy at 10:00 AM on March 16th and then descend on Hoosier Highland to make their purchases.

Arts & Music Subcommittee

Bridget reported that Joanna Smith has contacted the Highland Middle School art teacher and she has assigned an art project to the students for our summer (*May/June*) **art display** within the downtown businesses. Joanna will need assistance placing the art in downtown business windows. Cecile will let everyone know when the art is ready.

Bridget asked for volunteers to **display art in vacant buildings** in the downtown. Alicia volunteered to work with her on the project. Dawn will find the artists. Cecile will prepare an agreement to be used between the building owners and artists.

Bridget stated that there is interest among **theatre students to perform** in the downtown and advertise their new play. She is looking for assistance to help with this project.

No report on the **Chriskindlmarket** event was available.

Shirley *developed a letter to be distributed to businesses requesting funds to decorate the downtown* during the Christmas holiday season. She will begin to send out the letter and make personal visits this month. Shirley asked for a W-9 Tax ID letter. Cecile will provide that information along with mailing the envelopes. The group discussed asking for donations from Highland residents. It was decided to ask the editor of the Gazebo Express for a feature on Shirley as a long-time Town employee who is now on the Main Street board looking to "light up" the holidays. Cecile will contact the editor, as well as, mention this effort to the Chamber of Commerce.

Cindy and Alicia will work on a new project, **Art in the Park**. They will develop a plan for next month's meeting. It may run concurrent with the Farmers' Market.

Alicia volunteered to take over the **Student Coupon Program**. She will contact the school music programs to continue this effort.

Town Theatre

Cecile provided an update on the status of the theatre stating that we are still waiting for NIPSCO to turn on the gas.

Dan reviewed the Operation Goals for the Theatre.

Goal #1 Renovation Expenses

Dan explained that these are one-time expenses to bring the theatre back into operation. Everyone was in agreement with the items listed under this goal, including seeking potential partners to share in the renovation expenses, developing a fundraising plan to seek donations to support the renovation of the theatre, and seeking various institutions to assist with these efforts.

Goal #2 Town Theatre Manager

Dan outlined two basic philosophies regarding the operations for the theatre:

- A. The town remains the owner of the theatre and hires a manager who would hire part-time employees and manage the entire project including marketing, sales, and operations.
- B. The town remains the owner of the theatre and either:
 1. The town would lease out the theatre and the leasee would perform all of the improvements once the theatre is stabilized and minimal improvements are made to the electrical, plumbing, heating & cooling systems and roof.
 2. The town would lease out the theatre after all building improvements are completed and the leasee would do some renovations, but major costs would be incurred by the town.

Dan stated that based upon last month's discussion, he expanded upon Option A above. Here are some of his ideas that he discussed:

1. The Town hires people all of the time.
2. The Manager would have to understand budgets as well as have an art influence.
3. Incentives would be developed for the Manager to find more money to run the theatre.
4. If it worked the right way, it shouldn't cost the town any more money.
5. The Manager would be hired by an Oversight Committee of knowledgeable persons.
6. A job description will be required with desired qualifications and advertised throughout the region.
7. The group unanimously stated that it wants the Town of Highland to retain control and have a Theatre Manager. Questions remain whether this will be possible and if so, details can be filled out later.
8. It will be important to research other theaters and how they are financed. Christian offered to research this for the next meeting.

Goal #3 Building a Financial Plan

Dan stated that a financial plan for the operation of the theater and a long term strategy should be developed.

The group accepted Dan's three goals. Christian suggested that one strategy could be to sell memberships in the Town Theatre. Those who are members receive special benefits including a reduction in tickets. Other financial solutions will be explored.

Volunteer Manual and Volunteer Coordinator

No report.

Nature Committee

No report.

Sports Partnership for Downtown Activities

Cecile and Bridget will need to set up a meeting with Tom Frankiewicz to assess whether or not he is interested in taking on this project.

Goals/Work Plan for 2013

Goals/Work Plan for 2013 was approved.

Meetings with Downtown Businesses

Bridget will notify the group when the *next downtown business meeting* will be held. She is waiting for the Façade Improvement Grant brochures to be completed.

Business and Announcements from Members

No further comments were made by members.

Potential Artist Studio Space/Coffee Shop in Downtown

Cecile and Dawn once again informed the group that a developer is interested in purchasing a building in Highland that would have a **coffee shop and twenty spaces for artist studios** with key entry. Dawn will be seeking artists to commit to the space. If anyone knows of artists (including fine craft persons) who need space and are willing to pay \$250 per month, please notify Dawn. The developer will not move forward without a commitment by twenty artists. It could also be utilized by a small business person who needs a small space.

Adjournment

The meeting was adjourned by general consent at 9:50 PM. Minutes respectively submitted by Cecile L. Petro, Highland Redevelopment Director.

HIGHLAND MAIN STREET MEETING

Town of Highland 3333 Ridge Road Highland, Indiana 46322

April 4, 2013 MINUTES

Call to Order

At 7:30 PM, the Highland Main Street (HMS) meeting was called to order by President Bridget DeYoung in the Council Chambers of the Highland Municipal building located at 3333 Ridge Road.

Roll Call:

The following members of the 2012 Highland Main Street Board were present: Bridget DeYoung, Shirley Frankiewicz, Tom Frankiewicz, Dan Dunn, and staff member Cecile Petro. Members Dan Vassar, George VandeWerken, Vickie Rust, Allencia Ballard, and Darlene Barron, were absent. Others present included Mario De George, Mike Lewandowski, Tom Byelick, Lee Krause, and Christian Bartholomew.

Minutes:

HMS minutes from November 28, 2012, January 3, 2013, February 7, 2013, and March 14, 2013 were not approved due to the lack of a quorum.

Update on Façade Improvement Grant (F.I.G) Program

Cecile showed the group the final draft of the Façade Improvement Grant brochure. Members suggested that actual photos be used within the brochure and also suggested changes on the alignment of the print above the photos. She also received comments through email regarding the text. The brochure should be ready to distribute before the next meeting.

Social Media Committee Report and Facebook Page Update

Cecile reported that the April 2013 issue of the town's newsletter, The Gazebo Express, has an article about Bridget and Highland Main Street. Bridget mentioned that we will want to contact WJOB for an opportunity to discuss the Main Street program to listeners of the radio station. Bridget also explained the MWBE training that is available to minority and women business owners. Once certified as a MWBE business, the owner can bid on state funded projects. She will be contacting MWBE to see if they will provide a training in this area.

Pop-Up Gallery

Bridget stated that the last Pop-Up Gallery was very successful. Four art pieces were sold and there is interest in leasing the two-unit building at 2939 Jewett Street.

Cash Mob Event to be Held on March 16, 2013

About 15-20 people attended the first Cash Mob event held at Hoosier Highlander on Saturday, March 16, 2013. A special thanks was given to Cindy who rallied the troops before entering the business. Other businesses would like to have a Cash Mob this summer.

Arts & Music Subcommittee

Bridget reported that Joanna Smith has contacted the Highland Middle School art teacher and she has assigned an art project to the students for our summer (*May/June*) **art display** within the downtown businesses. Joanna will need assistance placing the art in downtown business windows. Cecile will let everyone know when the art is ready.

Bridget announced that the first **Window Art Gallery** will be comprised of about nine wildlife photos by Mike Lewandowski. They can be viewed in the windows of 2939 Jewett Street and the art will be lit at night.

Bridget stated that she is in need of a chairperson to organize the **Art Night along the Trail**. This event will provide opportunities for artists, musicians, and theatre people to demonstrate their talents. She will ask Julie Glenn from Comfy Couch if she will chair this event.

Bridget stated that there is interest among **theatre students to perform** in the downtown and advertise their new play. She is looking for assistance to help with this project.

Jodi Pesich will schedule **musicians for the Farmers' Market**. Cindy and Alicia stated at the last meeting that they would work on a new project, **Art in the Park**, during the Farmers' Market. We will ask for an update at the next meeting.

Mario reported that he is looking for a location for the first **Chriskindlmarket** event. He will also be looking for a vendor to provide alcohol.

Shirley reported that 220 letters have been sent to businesses requesting contribution for **holiday decorations**. One contribution has been received, so far. Cecile will ask the editor of the newsletter to place an article about the program in the next Gazebo Express. One negative letter was received and the group discussed ways to handle the response.

Bridget asked for ideas for locating the **sculpture** that was formerly in front of the downtown Fire Station. She would like everyone to think of at least two locations and share them with the group.

Municipal Parking Lot

Cecile will send pictures of the municipal parking lot located on the southwest corner of Highway Avenue and Kennedy Avenue. The Redevelopment Commission would like to have ideas from this committee regarding improving the lot. This item will be discussed at our meeting in May.

Town Theatre

Cecile provided an update on the status of the theatre stating that one furnace has been successfully turned on by Popa Heating and Cooling. The plumbing still needs to be assessed by Tiger Plumbing and Chris Ray from Hyre Electric will provide a full assessment of the electrical system as a donation.

Dan reviewed Operational Goal #3, The Financial Plan, and these are highlights from the discussion:

- The Town Theatre needs to have its own self-sustaining entity and its own restrictive budget.
- Finances could come from these areas:
 - grants
 - theatre revenue
 - donations
- Because grants and donations may be non-recurring, budgeting will become very important in order to make the project sustainable.
- Funding opportunities may be limited if it is owned by the government.
 - We will need to explore the benefits of government vs. non-profit ownership.
 - Is it possible to have a more creative ownership model, such as government owned and leased by "Friends of the theater" or another non-profit group?
 - Could the town own and fund the first manager? Then, when it is up and running, could we turn it into a 501-C-3?
- Is it necessary to hire a firm or a consultant to assist us with getting the "mega" donations that are needed to get the theatre up and running?
 - Would an attorney that specializes in non-profits be able to give us advice on fund-raising? How about a consultant? Where do we find a consultant?
 - If a consultant would be needed, should he/she come onboard early to get the fund raising going?
 - What would be the source of funding for the attorney and/or consultant?
- Should the theater manager come on board early to assist with the fund raising, oversee the improvements, and begin marketing the theater?
 - What would the manager do before it opens?
 - What are we looking for in a manager?
 - Business acumen
 - Contacts with theater world
 - Would that person be responsible for fund raising?
 - Could the theater manager begin under the town government and then become an employee of a non-profit (with a board of directors) after it is fully operational?
- Summary:
 - The next step will be to prepare guidelines that have both short-term and long-term goals.
 - The first short-term goal will be to assess the cost to improve all of the systems within the theatre including electrical, heating and cooling, plumbing, environmental, and the roofing structure.

- Another short-term goal will be to contact experts in the area who know how to proceed. This will include visits to nearby theaters.
- Christian will continue to look into the organizational and budgetary structures of existing theaters.

Volunteer Committee

No report.

Nature Committee

No report.

Sports/Business Partnership Committee

No report.

Meeting with Downtown Businesses

Bridget will call a meeting with the downtown business owners after the Façade Improvement Grant brochures are printed.

Proposed Artist Studios/Coffee Shop

Cecile provided an update on the proposed Artist Studios/Coffee Shop. Dawn had reported to her that five artists are committed to lease space. We still need about 12 to 15 more artists to commit to the project before the developer will finalize plans.

Business and Announcements from Members

No further comments were made by members.

Adjournment

The meeting was adjourned by general consent at 9:56 PM. Minutes respectively submitted by Cecile L. Petro, Highland Redevelopment Director.

HIGHLAND MAIN STREET MEETING

Town of Highland 3333 Ridge Road Highland, Indiana 46322

May 2, 2013 MINUTES

Call to Order

At 7:38 PM, the Highland Main Street (HMS) meeting was called to order by President Bridget DeYoung in the Council Chambers of the Highland Municipal building located at 3333 Ridge Road.

Roll Call:

The following members of the 2012 Highland Main Street Board were present: Bridget DeYoung, Shirley Frankiewicz, Darlene Barron, Dan Dunn, Cindy Rivera, Dawn Diamantopoulos, and staff member Cecile Petro. Members Dan Vassar, Robert Breitweiser, George VandeWerken, Vickie Rust, Allencia Ballard, and Tom Frankiewicz were absent. Others present included Lee Krause, Sean Kingston, Kim Fenolio, and Christian Bartholomew.

Minutes:

HMS minutes from November 28, 2012, January 3, 2013, February 7, 2013, March 14, 2013, and April 4, 2013 were approved.

Update on Façade Improvement Grant (F.I.G) Program

FIG Brochures were distributed to Main Street members. The following have agreed to distribute them to the downtown owners by territory: Cindy—1, Darlene—2, Lee—3, Sean—4, and Shirley—5. Area 1 is Kennedy Avenue from Lincoln Street to LaPorte Street, Area 2 is Highway Avenue west of Kennedy Avenue, Area 3 is Highway Avenue from Kennedy Avenue to Fourth Street, Area 4 is Highway Avenue from Fourth Street to Fifth Street, and Area 5 is Jewett Street.

Social Media Committee Report and Facebook Page Update

Bridget reported that there have been 197 “likes” to the Highland Main Street Facebook® Page. Contact Bridget with ideas, suggestions, and happenings, so that she can post them on the page.

MWBE Seminar

Bridget is working with the state program, Minority Women Business Enterprise (MWBE,) to provide training for our business owners in Highland. This program offers special benefits to women and minority owned businesses. She will send Cindy information on this program and Cindy will provide it to the Highland Chamber.

Second Cash Mob Event

Cindy will spearhead this effort once again. She will talk to Julie at The Comfy Couch who has expressed interest in the project.

Art and Music Report

Spring Art Display—Cecile stated that Joanna will need assistance to distribute art from the Middle School to the downtown businesses, so they can be displayed in the windows. This Spring's theme is "Highland on the Go". Members are asked to contact Joanna, if they can help distribute the art.

Window Art Gallery—Bridget stated that the first Window Art Gallery is exhibiting wildlife photographs by Michael Lewandowski at 2939-2941 Jewett Street.

Future music, dance, and art projects—Bridget stated that Rebecca will be working with dance and theater improvisational groups to perform in the downtown this summer.

Art Studios/coffee shop—Dawn reported that she has six artists committed to lease space in a potential art studio. The developer is still trying to negotiate with the owner of the building and seeking financial assistance.

Art on the Trail—Bridget is planning the Art on the Trail project. This event will provide opportunities for artists, musicians, and theatre people to demonstrate their talents. She is seeking local vendors to sell products while artists sell their works. Members discussed possible scenarios including coupons issued by businesses, serving food at one location (utilizing the Commission's lot on the southeast corner of Highway and Kennedy), or creating a map of the area with food locations. Cecile will contact the Building Commissioner to explore ways this could be accomplished within the Town's Municipal Code.

Sidewalk Poems—Bridget asked members to provide her with poems to be placed on sidewalks in Highland when new sidewalks are poured. Cecile will contact John Bach, Director of Public Works, to obtain a list of proposed new sidewalks for this year. She will also ask if the Town owns equipment to imprint the words.

Christkindlmarket

Mario was absent and no report was available.

Holiday Decorations

Shirley reported that \$500 has been received from five businesses since she began to send out letters to businesses in Highland requesting funds for decorations.

Coupon Programs

HGS and Langel's will provide coupons for students after the Spring concerts.

Fundraisers

Bridget reported that Langel's may be interested in providing a site for Highland Band fundraisers. Currently, many fundraisers are held in out of town restaurants.

Relocation of the Sculpture

Darlene and Lee will meet and review the three sites picked by HMS for a new location of the sculpture that was formerly located in front of the downtown fire department. The three sites include 1) on the bike trail on the north side of Highway Avenue, west of Kennedy Avenue; 2) across from the library on

Jewett Street; and 3) on the bike trail on Kennedy Avenue south of the Ridge Road overpass. They will have a recommendation for the HMS June meeting.

Municipal Parking Lot

HMS reviewed photos of the current condition of the municipal parking lot located on the southwest corner of Highway Avenue and Kennedy Avenue. Members are asked to email suggestions to Cecile regarding improvements behind the gas station.

Town Theatre

Cecile provided an update on the status of the theater. All systems within the theater are currently being evaluated and costs are being assessed.

Dan talked with the group about short term, non-recurring costs. They include renovations of the roof, furnace, façade, plumbing, and electrical. In addition, remediation for mold, ADA compliance, a new film projector system, consultant costs (possible), start-up agreements, initial business costs, and new seats are considered short term costs. Long term or recurring costs will include general operating costs such as a manager, a computer, food, insurance, utilities, supplies, and etc.

Dan will present a plan for the non-recurring costs at the next meeting. He will have a blueprint on how to deal with these costs. At the meeting following the next meeting, Dan will present a plan with costs for recurring costs. If possible, Cecile will have a list of costs for the systems within the theater.

Christian will send Dan information on non-recurring costs that other theaters have experienced.

Nature Committee

Shirley stated that Tom Frankiewicz would like to work on the Nature Committee. Shirley will provide Darlene with Tom's email address, so that he can become part of the committee. Darlene reported that Bridget, Cecile, Alex Brown (Parks Superintendent), and Jon Rubles (SEH) met near the levee to discuss a possible plan to create a walking path from the NIPSCO Substation parking lot to the levee and then loop back to the walking trail at the end of the levee. SEH will provide a schematic of that possibility so that it can be sent to NIPSCO and the Little Calumet River Commission. Both organizations have indicated that they may be interested in providing some funding for a pathway. Darlene is also looking into other possible funding sources.

Darlene also reported that the levee may also receive unused benches from Bridget's workplace. Alex Brown will work with Bridget to acquire as many as possible.

Fitness Committee

Sean Kingston and Kim Fenolio will chair a new committee that will consider the physical health of town residents. Sean will meet with the Fire and Police Chiefs to begin discussions of a possible program that would include members of both of those departments. Later in the year, he would like to have a Fitness Challenge for the community.

Sports Committee

No report.

Volunteer Committee

No report.

Welcome Bags

Cecile will contact Robin, the editor of the *Gazebo Express* regarding assistance with a one-page narrative about HMS that could be included within Welcome Bags given to new residents.

Next Meeting with the Downtown Businesses

Bridget stated that the next meeting with downtown businesses is tentatively scheduled for Thursday, May 30, 2013 at 8:00 AM at Les Brother's Restaurant on Highway Avenue. All members are invited to join her for the meeting.

Next Meeting of HMS

The next meeting of HMS will be on June 6, 2013 at 7:30 PM in the Municipal Building.

Adjournment

The meeting adjourned at 9:40 PM.

HIGHLAND MAIN STREET MEETING

Town of Highland 3333 Ridge Road Highland, Indiana 46322

June 6, 2013 MINUTES

Call to Order

At 7:35 PM, the Highland Main Street (HMS) meeting was called to order by President Bridget DeYoung in the Council Chambers of the Highland Municipal building located at 3333 Ridge Road.

Roll Call:

The following members of the 2012 Highland Main Street Board were present: Bridget DeYoung, Shirley Frankiewicz, Tom Frankiewicz, Darlene Barron, and staff member Cecile Petro. Members Dan Vassar, Robert Breitweiser, George VandeWerken, Vickie Rust, Cindy Rivera, Dan Dunn, and Allencia Ballard were absent. Others present included Lee Krause, Christian Bartholomew, Jillian Van Volkenburgh, and Mario DeGeorge.

Minutes:

HMS minutes from May 2, 2013 were not approved due to the lack of a quorum.

Update on Façade Improvement Grant (F.I.G) Program

FIG Brochures were distributed by Main Street members Cindy Rivera, Darlene Barron, Lee Krause, Sean Kingston, and Shirley Frankiewicz. A special thanks goes out to them for taking the time to distribute the brochures to all of the downtown businesses!

Social Media Committee Report and Facebook Page Update

Bridget reported that there are 201 "likes" to the Highland Main Street Facebook® Page. Contact Bridget or Dawn with ideas, suggestions, and happenings, so that they can post them on the page.

MWBE Seminar

Bridget will continue to contact the state program, Minority Women Business Enterprise (MWBE,) to request a training for our business owners in Highland. This program offers special benefits to women and minority owned businesses. Bridget will post a link on our facebook® page and Cecile will contact Hoosier Highlander to let them know about a possible source of revenue for them. If others know of women and minority owned businesses, please let us know, so that HMS can assist them.

Second Cash Mob Event

Cindy will spearhead this effort once again. The second Cash Mob will be on July 13, 2013 from 10:00 AM to 12:00 PM at The Comfy Couch located at 2631 Highway Avenue. Bridget will provide her with a coupon template that she can modify for the event. Members are encouraged to meet outside the business at least 10 minutes before, so that we can go in together. Please spread the word, so that we

can create a second great event! Cecile will contact the newspapers and the Gazebo Gazette to encourage them to cover the story. Mary, the owner of the Primitive Peddler, wants to host the next Cash Mob.

Art and Music Report

Spring Art Display-- "Highland on the Go" is up and running. Thank you to all who assisted Joanna Smith with the distribution of the art. HMS suggests that all members go downtown and enjoy the amazing art that has been created by the Middle School students! HMS wants to thank Joanna for all of her work in organizing the third art display.

Window Art Gallery—Bridget stated that the first Window Art Gallery, exhibiting wildlife photographs by Michael Lewandowski at 2939-2941 Jewett Street, will be removed soon. HMS is asking members to scout out new locations for the next Window Art Gallery.

Future music, dance, and art projects—Bridget stated that Rebecca will be working with dance and theater improvisational groups to perform in the downtown this summer. No updated information was available.

Art Studios/coffee shop—No new information was available on the potential project. Jillian suggested that more discussion should take place on our Facebook© group page. Bridget will explore that possibility.

Art on the Trail—The group discussed possible scenarios for the Art Trail. After much discussion, one avenue that will continue to be explored is an Art Trail Festival. Jillian and Mario will work on a possible event to be held in late September or early October. They will provide a draft plan for our next meeting that will include utilizing other groups to participate, as well as, the art community.

Sidewalk Poems—No new information was received.

Christkindlmarket

No new information was received.

Holiday Decorations

Shirley reported that over \$1000.00 has been received from nine businesses since she began to send out letters to businesses in Highland requesting funds for decorations. Shirley and Bridget will meet to discuss the next step which will include the purchasing of decorations and possible participation of landscapers within town.

Coupon Programs

HGS and Langel's provided discount coupons for students after the Spring concerts.

Fundraisers

Bridget is contacting local sport teams to utilize our town restaurants for fundraising purposes, instead of out of town restaurants.

Relocation of the Sculpture

Darlene presented photo-shopped images of the sculpture at three possible locations—across from the library, on the bike trail on the north side of Highway Avenue, and on the bike path near the Ridge Road underpass and Kennedy Avenue. The group unanimously decided to place the sculpture next to the smaller gazebo on the bike path near the Ridge Road underpass and Kennedy Avenue. Cecile will contact the Park Department to see if they will agree to that location and provide landscaping. This option will be voted on at the next Redevelopment Commission meeting.

Municipal Parking Lot

Bridget informed the group about her vision for the Municipal Parking Lot located on the southwest corner of Highway and Kennedy Avenues. Christian will provide an image of the area and forward it to Bridget and Cecile. Bridget will provide a schematic for the next meeting.

Town Theatre

Dan Dunn was not present at the meeting; however, he will report at the next meeting. Bridget suggested a special meeting for those interested in the theater. Christian offered his workplace for a meeting. Once that is scheduled, he will send out the date and time for the meeting.

Christian will send Dan information on non-recurring costs that other theaters have experienced. Christian also suggested that the group look at IRS 990's of non-profit theater groups to obtain information on their funding sources and costs they have encumbered.

Nature Committee

Darlene reported that all persons interested in a loop from the levee to the downtown have approved the design provided by SEH, except the Superintendent of the Park Department. If he approves, then we will email the design to both NIPSCO and the Little Calumet River Commission. The loop consists of two pathways. The first is from the NIPSCO substation parking lot on Liable Street to the top of the levee. The second pathway begins at the end of the levee near Cline Avenue, descends the steep incline, and connects with the bike path which transverses Little Turtle Park. The bike path will enable riders and walkers to connect with the downtown. Members suggested that signage will be important to make those connections work.

Bridget will check with her employer to acquire unused benches. The Parks Department will prepare them for the levee.

Fitness Committee

Sean Kingston was absent. He did send an email stating that he is working on a fitness challenge between the police and the fire departments.

Sports Committee

No report.

Volunteer Committee

No report.

Next Meeting with the Downtown Businesses

Bridget reviewed her meeting with downtown businesses on Thursday, May 30, 2013 at 8:00 AM at Les Brother's Restaurant on Highway Avenue. She stated that there are two issues of concern: 1) some stores wish to have sandwich signs for special sales, and 2) some stores would like to offer sidewalk sales. She will be meeting with Julie Glenn from The Comfy Couch on June 7, 2013 to obtain further information.

Next Meeting of HMS

The next meeting of HMS will be on July 11, 2013 at 7:30 PM in the Municipal Building. The date will be changed due to the July 4th holiday.

Adjournment

The meeting adjourned at 9:40 PM.

HIGHLAND MAIN STREET MEETING

Town of Highland 3333 Ridge Road Highland, Indiana 46322

July 11, 2013 MINUTES

Call to Order

At 7:37 PM, the Highland Main Street (HMS) meeting was called to order by President Bridget DeYoung in the Council Chambers of the Highland Municipal building located at 3333 Ridge Road.

Roll Call:

The following members of the 2012 Highland Main Street Board were present: Bridget DeYoung, Shirley Frankiewicz, Tom Frankiewicz, Cindy Rivera, Dan Dunn, and staff member Cecile Petro. Members Dan Vassar, Robert Breitweiser, Dawn Diamantopoulos, George VandeWerken, Vickie Rust, Darlene Barron, and Allencia Ballard were absent. Others present included Lee Krause, Christian Bartholomew, Jillian Van Volkenburgh, and Mario DeGeorge.

Minutes:

HMS minutes from May 2, 2013 and June 6, 2013 were not approved due to the lack of a quorum.

Update on Façade Improvement Grant (F.I.G) Program

Cecile reported that Zack Messmer, an intern from Purdue University Calumet, is developing a rendition of the Fagen Miller Funeral Home (2828 Highway). Cakes By Karen (8632 Kennedy) will begin their renovation this fall and Popa Heating and Cooling (2641-2647 Highway) should begin its project soon.

Social Media Committee Report and Facebook Page Update

Bridget stated that she may have a volunteer to assist us with social media. Cecile mentioned that The Times has an online community page that we can send positive news items to and they will accept for posting.

Second Cash Mob Event

The second Cash Mob will be on July 13, 2013 from 10:00 AM to 12:00 PM at The Comfy Couch located at 2631 Highway Avenue. Members are encouraged to meet outside the business at least 10 minutes before, so that we can go in together. Please spread the word, so that we can create a second great event!

Art and Music Report

Spring Art Display-- "Highland on the Go" will be coming down soon. First Financial Bank in downtown Highland was the free pizza winner among the businesses that participated in the drawing and that displayed art in their windows. Thank you , First Financial! HMS will try to get a picture of the winner and send it to the newspapers and post it on the website.

Window Art Gallery—Bridget stated that the first Window Art Gallery, exhibiting wildlife photographs by Michael Lewandowski at 2939-2941 Jewett Street, has been removed. HMS is asking members to scout out new locations for the next Window Art Gallery.

Future music, dance, and art projects— No updated information was available.

Art Studios/coffee shop—No new information was available on the potential project.

Holiday Decorations

Shirley reported that over \$1050.00 has been received from ten businesses since she began to send out letters to businesses in Highland requesting funds for decorations. Shirley and Tom have surveyed the planters and landscaped areas downtown. None of the planters have electricity; however, forty-one landscaped areas do. The power is not turned on at those locations. Cecile will check with the Public Works Director, John Bach, to check on the status of those units. Tom will provide a sketch of the areas, so that further planning of decorations can be completed. Shirley is suggesting that sixteen trees be purchased for the area and then decorated by organizations, groups and clubs. Each group would contribute \$50 for a tree and we would provide the lights and electricity. A contest was suggested. Shirley and Bridget will meet to discuss purchasing decorations and possibly include the participation of landscapers within town.

Festival on the Trail

Jillian presented her outline on a possible Festival on the Trail that will focus on biking and art. The tentative date is September 28, 2013. She will prepare a script and circulate it among the members. Cecile will find out when the municipal lot (southwest corner of Highway and Kennedy) will be repaved and provide Jillian with a vendor form used by the Council of Community Events for their vendors. The following people have committed to the Festival at this time: Sean Kingston—Physical Fitness demonstrations; Jodi Pesich (HGS)—music; and Girl's on the Run—promote running and kid's physical fitness; and Shirley will contact businesses in the downtown to see if there is interest in providing an universal coupon for the day. The following contacts need to be made: Bike Repair & Tune Ups—Mario will contact Ridge Cyclery; Artist Display—Cecile will contact Dawn Diamantopoulos; Midwest Vikings—Bridget will discuss the festival with the group; Theater Group—Christian Bartholomew will explore this possibility; and an Information Booth for such things as the Highland Rookery—we need a volunteer to organize the booth.

Relocation of the Sculpture

Cecile will set up a meeting with the Park Department and the Nature Committee to determine the location of the sculpture within the area of the little gazebo on the bike path south of the Ridge overpass on Kennedy Avenue.

Municipal Parking Lot

Bridget informed the members that the Town Council has approved the repaving of the Municipal Parking Lot located on the southwest corner of Highway and Kennedy Avenues.

Town Theatre

Dan presented a listing of Non-Recurring Expenses to the group for their discussion and comment. Members added the following to "Construction Expenses—Refurbishing Expenses": HVAC, fire protection (including possibly a sprinkler system), and mold remediation. Under "Construction Expenses—New Construction Expenses", the following were added: stage—including lights and a curtain; seating—new seats; a renovated marquee and façade; sound walls; and a security system. Lastly, under "Non-Construction Expenses", consulting with an architectural/engineering firm was added. Cecile will engage the Redevelopment Commission in a discussion on the need for an architect/engineer to develop architectural plans and develop an RFP for a general contractor. Christian, who along with Bridget, has been researching other theaters and believes that we need expertise in this area before we can move forward. After discussion, the group decided that the best course of action would be to hire an architect/engineer to provide plans and direction for a general contractor (GC). The GC would then hire workers and coordinate volunteers to perform the work.

Nature Committee

The Shirley Heinze Land Trust may be interested in purchasing the area known as the Highland Rookery to preserve and restore the area for public viewing. They will meet at the Rookery with the Nature Committee on July 24, 2013 at 9:00 AM.

Meeting with the Downtown Businesses

Bridget reported that downtown businesses would like to have sidewalk sales and sandwich signs. She and Cecile are working with the Building and Inspection Department to modify current codes to allow this on a limited basis.

Next Meeting of HMS

The next meeting of HMS will be on August 1, 2013 at 7:30 PM in the Municipal Building.

Adjournment

The meeting adjourned at 9:45 PM.



 = SIDEWALK LEVEL
OUTLET

5th AVE

THANE

LOT

? OVER GROWN,
CAN'T FIND



VAN SENUUS

PARKING

LOT

VITOS

PARKING

GIRL

SCOUTS



4th AVE

HIGHWAY AVE



?
OVER GROWN
CAN'T FIND

WOOD'S
GARAGE



SMITH
INSURANCE

KENNEDY AVE

= SIDEWALK LEVEL
OUTLET



BANK PARKING	FUNERAL PARKING	ELEGANCE BRIDLE	GROWERS PARKING	LOT
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HIGHWAY AVE

DOG GROOMING	SEWING CENTER	JUST PEACHY	SHAKE SHOP	LANGELS PIZZA	THRIFT	SIEMER	LINCOLNS	AMERICAN INSURANCE
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[Symbol] = SIDEWALK LEVEL
[Symbol] = OUTLET

KENNY AVE

BIKE PATH

SUPER
5MS

PUBLIC
PARKING

PARKING
LOT

COBBLE
SHOP

LES
BROTHERS

KIDDY
SHOP

2ND AVE

HIGHWAY AVE

APEX

TRADITIONS
TAVERN

DRJLS
STOFFE

PARKING

PARKING

MATTHEW
HAMMOND

2nd Ave



[Square with diagonal line] = SIDEWALK LEVEL
[Square with wavy pattern] = OUTLET

OFFICE
BUT-DON'S



PARKING
LOT



REGIONAL
MENTAL HEALTH



RAILROAD
TRACKS

PARKWAY



HIGHWAY AVE



RSO
H/A
SMOLEN



POPA
CHRISTEN
BOOK



CONFY
COUCH
STAFFING



FIRST
BANK



TRIGI
BEAUTY
SCHOOL



LEEPS
SUPPLY



Jillian Van Volkenburgh
vivajvv@gmail.com
219-718-9107

Highland's Festival of the Trail

Proposal

Objective: To create an event/festival centered on the Erie Lackawanna Trail. This event will feature family and community friendly activities, promote healthy living and the increase out-of-town foot and bicycle traffic into Highland's downtown and surrounding areas.

Projection: To become an annual event with Highland anchoring a multi-town/city trail festival. Highland will develop partnerships with municipalities sharing the trail (Hammond, Griffith, Schererville and Crown Point) to host simultaneous events allowing the festivalgoer to ride from festival to festival via the Erie Lackawanna Trail.

Tentative date: late August/early September 2013

Length of event: 1-2 days

Logo ideas:



Proposed Activities:

~**Bike safety demonstrations**

~**Onsite bike tune-ups or demonstrations**

~**Vendor and food/refreshment booths:** local businesses, fundraising, etc.

~**Art exhibit:** trail, bike or region themed exhibit.

~**Parade with sponsored bike floats**

~**Contest/Games:** bike contest ("wackiest", "ugliest" some sort of contest that can be promoted prior to the event), Adult obstacle course tricycle race, etc.

~**Bike Wash:** ideal fundraising event for youth organizations, i.e. Boy Scouts.

~**"Save the Town Theater":** a fun-fundraising activity/game/contest.

~**Information booth(s):** A center point providing information on downtown Highland, history of town, trail, etc. Possibly create a bulletin-type brochure including a map of downtown Highland and businesses including their contact information and any promotions, coupons, etc.

~**Collaborations with Downtown Businesses:**

-Retailers could offer a festival discount to shoppers on bicycles.

-Restaurants and bars could offer a festival discounts to patrons on bicycles. These discounts could continue past the festival to promote bicycle travel into the downtown area.

Potential vendors/participants:

Ridge Cyclery: bike tune-ups, merchandise

Police Department: literature or demonstrations on bike safety, helmets, signaling, etc. They could also sell fundraising items, FOP water bottles, etc.

Highland Nature committee: provide information on nature occurring on the trail. i.e. types of birds, plants, etc.

Downtown restaurants and bars for food vendor booths or in-house discounts.

Public and private schools athletic departments

TOWN THEATER: NON-RECURRING EXPENSES

The purpose of this outline is to provide our committee with a first draft of the potential non-recurring expenses to repurpose the Town Theater.

I. Construction Expenses

A. Refurbishing Expenses

1. Electrical Expenses
2. Plumbing Expenses
3. A.D.A. Compliance Expenses
4. New Roof

B. New Construction Expenses

1. Projection System
2. Concession Area
3. Stage
4. Seating
5. Lobby
6. Marque

II. Non-Construction Expenses

- A. Fundraising Expenses
- B. Legal Expenses
- C. Project Manager

SANDWICH SIGN REGULATIONS (DRAFT 6-19-13)

PORTABLE SANDWICH SIGNS

According to the sign code, "Portable Signs" are prohibited in section 18.85.020 of the Municipal Code. Downtown restaurant and retail businesses would like a sandwich sign to be permissible. These are the Redevelopment Commission's suggestions to be added to the Municipal Code.

Sign Appearance

- The sign will not exceed 24" x 36" in size and will not be more than 3 feet tall.
- The sign will be limited to two faces.
- The sign can be a chalk board or an approved sign.
- Colors on the sign must be neutral, black, or earth tone. No neon or bright colors are allowed.
- The wording on the sign must advertise something related to the business where the sign is located such as: hours, sale description or promotion, business name, or menu.
- No illumination of any kind is allowed on the sign.
- No strobing, blinking, or flashing lights are allowed on the sign.
- No electrical animation or sounds shall be emitted from the sign.
- The sign may have spinning elements including but not limited to flags, pennants, or balloons or windsocks attached to them; provided that they do not at any time constitute a traffic safety or pedestrian safety hazard.

Sign Placement

- The business owner will provide a site plan to the Building and Inspection Department with a rendition or photograph of the sign (both sides), the location of the sign in reference to the street, sidewalk, driveways, and street furnishings before the sign is placed on the sidewalk.
- The sign must remain portable and may not be attached or anchored in any way to trees or to public property including utility poles, the ground or pavement.
- The sign must be placed to ensure a six foot walkway for foot traffic and shall not create nonconformance to the American with Disabilities Act.
- The sign may not be placed in parking spaces.
- The sign shall not be located within ten feet of a driveway.

Sign Frequency

--The sign may be displayed during business hours only. If business hours continue past daylight hours, precautions should be taken to place the sign in a location where it is readily visible after dark. This shall not be construed to allow the wiring of a sign for lighting.

--The sign must be removed by the business owner during windy weather when it could create a pedestrian traffic hazard.

--The business owner is allowed one portable sign per business.

--The sign may be displayed on key volume days no more than ten times per month.

Sign Maintenance and Insurance coverage

--The business owner must have liability insurance to cover accidents involving portable signage.

--The sign shall be constructed out of materials able to withstand typical Midwest weather. Such materials may be metal, finished wood, chalkboard, whiteboard, or plastic; signs and copy shall be of professional quality. Owners of sandwich board signs shall be required to keep their signs in a legible, intact, and well-maintained manner.

--The business owner is responsible for the sign and is the only one who can display a sign.

HIGHLAND MAIN STREET MEETING

Town of Highland 3333 Ridge Road Highland, Indiana 46322

August 1, 2013 MINUTES

Call to Order

At 7:38 PM, the Highland Main Street (HMS) meeting was called to order by President Bridget DeYoung in the Upper Conference Room of the Highland Municipal building located at 3333 Ridge Road.

Roll Call:

The following members of the 2012 Highland Main Street Board were present: Bridget DeYoung, Tom Frankiewicz, Dawn Diamantopoulos, and staff member Cecile Petro. Members Dan Vassar, Robert Breitweiser, George VandeWerken, Vickie Rust, Cindy Rivera, Dan Dunn, Darlene Barron, Shirley Frankiewicz, and Allencia Ballard were absent. Others present included Jillian Van Volkenburgh, Sean Kingston, and Mario DeGeorge.

Minutes:

HMS minutes from May 2, 2013, June 6, 2013, and July 11, 2013 were not approved due to the lack of a quorum.

Update on Façade Improvement Grant (F.I.G) Program

Cecile reported that the rendition of the Fagen Miller Funeral Home (2828 Highway) will be available soon.

Social Media Committee Report and Facebook Page Update

Members are encouraged to report anything new on their projects to Bridget so that she can update our Facebook© page.

Third Cash Mob Event

The third Cash Mob will be on September 21, 2013 from 10:00 AM to 12:00 PM at The Primitive Peddler located at 2813 Jewett Street. Members are encouraged to meet outside the business at least 10 minutes before, so that we can go in together. Please spread the word, so that we can create a third great event!

Art and Music Report

Fall/Winter Art Display—Cecile reported that Joanna Smith will be developing a Fall/Winter Art Display. she will need assistance with the distribution of the art in the Fall.

Future music, dance, and art projects— Bridget reported that she has been sending letters to the schools regarding coupons after choir, band, and orchestra performances.

Art Studios/coffee shop—No new information was available on the potential project.

Holiday Decorations

The committee still doesn't know if electricity is currently available in the landscaped areas downtown. Shirley will be developing a sign-up form for businesses who wish to decorate a tree in the downtown. Tom will develop a diagram of the downtown showing the electrical outlets available. Bridget will ask the town council for additional funds to complete the decorating of the downtown. Cecile will look for blueprints of the downtown that were used during the beautification project.

Festival on the Trail

The participant flyer for the Festival of the Trail was reviewed and approved. Changes included: 1) adding music as another component of the festival and also separating out the activities that are on the trail vs. those that will be off of the trail.

Shirley Frankiewicz and Jillian Van Volkenburgh will distribute: 1) the participant flyer to businesses along with a disclaimer, 2) a participant/vendor application, 3) a general coupon for the week, and 4) the sidewalk sale application to downtown businesses. Members approved the sidewalk sale application. It will be sent to the Building and Inspection Department for final approval before it can be distributed.

It was suggested that Prompt Ambulance be contacted to see if they have an interest in participating in the event. The committee needs someone to volunteer to contact Prompt.

Publicity for the event was discussed. Cecile will ask the Park Department about placing signs on the trail during the day of the festival. We need assistance with distributing information on Facebook©. Cecile will contact the newspapers, the Gazebo Express, WJOB, and Community.Net once a flyer is developed by Jillian.

Dawn will contact various artists to gain their participation. If other members know of artists, please have them contact Dawn. She will rework the Participant /Vendor Application to meet the requirements for the artists. Dawn will also look into providing a table for information on various art programs in the area.

Mario will contact the school district regarding gaining students to assist with the preparations. He will find out if they require community volunteer hours. Mario will check out the availability of electrical service for the Fest. He will also contact Ridge Cyclery to see if they will participate at the Festival.

Sean will organize a Zumba class and a seven minute workout. He will contact Dick's and MC Sporting goods to gauge their interest in participating in the Festival.

Bridget will contact the new Dance School in the downtown regarding their interest in joining us at the festival.

Cecile reported that Public Works will be preparing a sandwich sign for the event from supplies purchased by the Redevelopment Commission.

Bike Racks

Bridget reported that she will be asking the Redevelopment Commission for funds to purchase bike racks that will be designed by artists.

Relocation of the Sculpture

The Sculpture Committee met at the little gazebo on Kennedy Avenue south of Ridge Road overpass on July 18, 2013 with the Park Department. Three locations were identified for the sculpture. The Park Department called for utility locates and the best location was determined to be east of the little gazebo. The Public Works department will dig the hole and place the sculpture at that location within one month.

Municipal Parking Lot

The Public Works Department will repave the Municipal Parking Lot. They have been notified of the date of the Festival of the Trail and will work around that date.

Town Theatre

Cecile reported that the Redevelopment Commission agreed to allow her to meet with architects/engineers to develop a plan for the next step in regards to the theater. That firm will develop a scope of work, drawings and hire a general contractor who will, in turn, hire and oversee subcontractors and volunteers. Mario agreed to call the owners of the Crown Theater in Crown Point to gain information on their organization. A visit to the Fowler Theater will be scheduled soon.

Highland Rookery

Cecile reported that Darlene Barron, chair of the Nature Committee, will be asking her committee to meet to discuss the next steps after meeting with the Shirley Heinze Land Trust. The group discussed the possibility of placing wayfinding signs in the area.

Meeting with the Downtown Businesses

HMS did not have any comments regarding the Sandwich Sign Ordinance. It will be given to the Building and Inspection Department for review and approval.

Next Meeting of HMS

The next meeting of HMS will be on September 5, 2013 at 7:30 PM in the Municipal Building.

Adjournment

The meeting adjourned at 9:51 PM.

Festival of the Trail



Highland Main Street
is sponsoring a new festival
in Highland.

This daytime festival will feature
family & community-friendly
activities, & the increase
out-of-town pedestrian
& bicycle traffic into Highland's
downtown & surrounding areas.

ACTIVITIES ON & OFF THE TRAIL

- >Highland's Farmers Market
- >Super Saver Saturday Sidewalk Sale
- >Art on the Trail curated exhibit

- >Bicycle Safety Demonstrations
- >Food & Retail Vendors
- >Information Booths
- >Onsite Bicycle Tune-Ups
- >Zumba,
- >Contests & more...

BUSINESS COUPON:

A coupon will be distributed
at the festival for a 10% discount to
participating local businesses.
Businesses must complete application.

IMPORTANT DATES

September 28:

Festival of the Trail

September 5:

*Highland Main Street (HMS)
& Festival volunteer meeting*

September 1:

*Application deadline for
Festival Vendors*

September 1:

*Application deadline for
Community Coupon*

LOCATION

Municipal parking lot on the corner
of Highway & Kennedy

VENDOR INFORMATION

- >Vendor booths will be located in the
municipal parking lot
- >Vendors must provide own table
&/or tent.
- >Vendor booth fee: \$10 donation

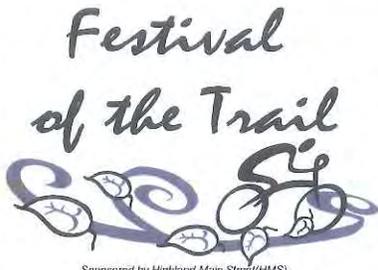
Types of booths permitted:

- >Packaged foods & refreshments only.
No onsite food preparation.
- >Fundraising merchandise
- >Other booths must be approved
by HMS.

CONTACT

Cecile Petro
Highland Redevelopment Director
(219) 972-7598
CPetro@highland.in.gov





Sponsored by Highland Main Street(HMS)

COUPON

EAT & SHOP IN HIGHLAND

10% OFF

Valid: Sat.Sept 28- Sat.Oct.5

BUSINESS NAME & LOGO				
BUSINESS NAME & LOGO				

*****Coupon excludes alcoholic beverages & sale items, unless specified by the retailer*****

Second Cash Mob Event!

Come Join Us!

THE COMFY COUCH

2631 HIGHWAY AVE

JULY 13, 2013 | 10AM-12PM

- **Support a local business!**
- **Spend \$20 cash and have fun!**
- **Meet new people!**
- **Become involved in Highland!**
- **10% off during Cash Mob event**

Join volunteer Cindy Rivera and many other Highland Main Street Members at 10:00 AM on July 13, 2013 at *The Comfy Couch* for our second Cash Mob event! All you have to do is show up and commit to spend \$20 at the store. Show our businesses that we value them! Enjoy a 10% discount!

We will meet together outside the store just before 10:00 AM. The event goes until noon.

Tell your friends and neighbors to join us!

Sponsored by

Highland Main Street

(A Volunteer Committee of the Highland Redevelopment Commission)

For more information about Highland Main Street contact

Cecile Petro at cpetro@highland.in.gov

HIGHLAND MAIN STREET MEETING
Town of Highland 3333 Ridge Road Highland, Indiana 46322
September 5, 2013 MINUTES

Call to Order

At 7:37 PM, the Highland Main Street (HMS) meeting was called to order by President Bridget DeYoung in the Upper Conference Room of the Highland Municipal building located at 3333 Ridge Road.

Roll Call:

The following members of the 2013 Highland Main Street Board were present: Bridget DeYoung, Dawn Diamantopoulos, Shirley Frankiewicz, Dan Dunn, and Redevelopment Director Cecile Petro. Members Dan Vassar, Robert Breitweiser, George VandeWerken, Vickie Rust, Cindy Rivera, Darlene Barron, Allencia Ballard and Tom Frankiewicz were absent. Others present included Jillian Van Volkenburgh, Sean Kingston, Carol Kotcka, Kevin Clyne, and Mario DeGeorge.

Minutes:

HMS minutes from May 2, 2013, June 6, 2013, July 11, 2013, and August 1, 2013 were not approved due to the lack of a quorum.

Cash Mob

The third Cash Mob is scheduled for September 21, 2013 from 10am to noon at Primitive Peddler. Everyone is invited and publicity will be sent out. Cindy Rivera will lead the group with her unconventional hat!

Town Theatre

Dan gave an overview of the goals and the group discussed non-recurring expenses that could be expected during the remodel. Added to the list was the renovation of the marquee and the façade, paving of the parking lot, and sidewalk repair. Also included in the "new construction expense" list was fire protection. One of the tasks will be to look at alternative methods to purchase needed items, such as fundraising.

Facade Improvement Grant Program

The Director stated that Cakes By Karen located at 8632 Kennedy Avenue has begun work on the façade of her building. The building at 2641-2647 Highway Avenue will also participate in the program by changing the lighting units over the windows, and power washing and tuck pointing the building.

Holiday Decorating Committee

The Holiday Decorating Committee will meet on September 26, 2013 at 1:30 p.m. in the town hall. The committee will decide the type and quantity of decorations that HMS will be able to acquire this year. Shirley stated that \$1090 has been raised for holiday decorations so far from the business community. She will contact the Town Council to see if they are willing to add to the fund. Cecile will send out a notice to all members regarding the meeting on the 26th.

Car Show and Cruise Night

Mario has been attending car shows and cruise nights in the area and believes that this would be a good event for the downtown business community. He will discuss this possibility with Langel's and Van Senus and report back to HMS at the next meeting.

Festival of the Trail

The following items still need to be accomplished before the Festival of the Trail on September 28, 2013 from 11 am to 3 pm:

- Cecile will send out an email blast of those participants who have not sent in their forms, so that the committee can re-contact those who expressed interest in participating.
- Mario will contact Michael's Craft Store regarding face painting. He will also confirm with Ridge Cyclery about their participation and what form of participation they will bring to the event.
- Shirley will communicate with Prompt Ambulance regarding possible demonstrations. She will also meet with Les Brothers, Maria's, and Cakes by Karen regarding their participation in the coupon sheet that will be distributed. Shirley will contact Vito's and Doctor's Pharmacies regarding the sidewalk sale.
- Dawn will contact Faith Church regarding publicizing their art program.
- Carol will look into having clowns walk through the area. She will also meet with a Garden Club member to see if that group would like to participate in any way.
- Jillian will make "Festival of the Trail" signs to be placed on the trail for that day. She will also contact Langel's and Zandstra's about participating in the coupon sheet. Jillian will follow-up with Just Peachy regarding their participation in the coupon sheet.
- Sean will talk to the Park Department regarding a possible stage for the performers for the day, a public address system, and advertising the event on their outside message boards.

The following businesses are tentatively scheduled for the Festival of the Trail:

<u>Sidewalk Sale</u>	<u>Participant on the Trail</u>	<u>Coupons</u>
The Comfy Couch	East Wind Acupuncture	HGS
First Financial Bank	Applewood Farms	Applewood Farms
The Hyrant	MC Sports	Traditions
Zandstra's	Zumba by Sarah	Hoosier Highland
	Sean—Two workout workshops	Primitive Peddler
	Ridge Cyclery	
	Tony Cortina & Amy McCormick	
	The Hydrant	

Adjourn

The meeting adjourned at 10:05 pm.

TOWN THEATER: NON-RECURRING EXPENSES

The purpose of this outline is to provide our committee with a new draft of the potential non-recurring expenses to repurpose the Town Theater.

I. Construction Expenses

A. Refurbishing Expenses

1. Electrical Expenses
2. Plumbing Expenses
3. A.D.A. Compliance Expenses
4. New Roof
5. HVAC
6. Mold Remediation

B. New Construction Expenses

1. Projection System
2. Concession Area
3. Stage
4. Seating
5. Lobby
6. Marque Renovation
7. Sound Walls
8. Security System
9. Lights

II. Non-Construction Expenses

A. Fundraising Expenses

B. Legal Expenses

C. Project Manager

D. A Professional to Develop an RFP for a General Contractor

Festival of the Trail



**Highland Main Street
is sponsoring a new festival
in Highland!**

This daytime festival will feature family & community-friendly activities with the aim to increase out-of-town pedestrian & bicycle traffic into Highland's downtown & surrounding areas.

ACTIVITIES ON THE TRAIL

- >Bicycle Safety Demonstrations
- >Food & Retail Vendors
- >Information Booths
- >Onsite Bicycle Tune-Ups
- >Art on the Trail Fine Art Exhibit
- >Zumba & Fitness Demonstrations
- >Live Music
- >Contests & more...

ACTIVITIES OFF THE TRAIL

- >Highland's Farmers Market
- >Super Saver Saturday Sidewalk Sale

BUSINESS COUPON:

A coupon will be distributed at the festival for a 10% discount to participating local businesses.

(See separate coupon sheet for details)

IMPORTANT DATES

September 28:

Festival of the Trail, 11am-3pm

September 5:

*Highland Main Street (HMS)
& Festival volunteer meeting*

September 1:

*Application deadline for
Festival Vendors*

September 1:

*Application deadline for
Community Coupon*

LOCATION

Municipal parking lot on the corner of Highway & Kennedy

VENDOR INFORMATION

- >Vendor booths will be located in the municipal parking lot
- >Vendors must provide own table &/or tent.

(See separate vendor sheet for details)

Types of booths permitted:

- >Packaged foods & refreshments only.
No onsite food preparation.
- >Fundraising merchandise
- >Other booths must be approved by HMS.

CONTACT

Cecile Petro

Highland Redevelopment Director

(219) 972-7598

CPetro@highland.in.gov

SATURDAY, SEPTEMBER 28

Festival of the Trail

Located off the
Erie Lakawanna Bike Trail
in the Downtown Highland Parking lot
(SW corner of Highway & Kennedy Avenue)



11am - 3pm

PARTICIPATING BUSINESSES:

*Traditions
the Comfy Couch
Applewood Farms
Zandstra's Store for Men
Hoonier Highlander
The Hydrant
MC Sports
Kola's Bookstore
the Kiddie Shoppe
Primitive Peddler
and more...!*

Activities on the Trail

Local Retail & Food Vendor booths
Corporate Fit Challenge Fitness demos
Local business discounts
Zumba by Sarah
Fine Art exhibit

Live Music featuring:
Tony Cortina & Amy McCormick

Activities off the Trail

Highland Farmers Market
Super Saturday Sidewalk Sale

Presented by the Highland Main Street Committee and the Highland Redevelopment Commission

HIGHLAND REDEVELOPMENT COMMISSION

HIGHLAND MAIN STREET

SIDEWALK SALES

This form must be filled out and returned to the Redevelopment Commission Department one week before the sidewalk sale.

NAME OF BUSINESS: _____

LOCATION: _____

NAME OF PERSON IN CHARGE OF EVENT: _____

PHONE NUMBER: _____

EMAIL ADDRESS: _____

EMERGENCY PHONE NUMBER: _____

DATE AND TIME OF SIDEWALK SALE: September 28, 2013 from 9:00 AM to 5:00 PM

Please indicate what type of equipment will be used or involved in the sale:

Tent or canopy Sale of merchandise Displays

Music recorded or live Food Beverages

If merchandise is to be sold, please describe the type of merchandise and amount: _____

I, _____, Property Owner of the subject site, agree to allow the proposed sidewalk sale as outlined in the application.

Signed: _____ Date: _____ Phone Number: _____

SIDEWALK SALES REGULATIONS

1. Only merchandise normally sold may be offered at the sidewalk sale.
2. A minimum width of five feet (5') must be left clear adjacent to the curb.
3. Operating hours are from 9:00 AM to 5:00 PM.
4. No merchandise or signs shall be displayed within fifty feet (50') of a residentially zoned property.
5. Tables, racks, and other displays or merchandise may be placed on sidewalks provided that a walkway of a minimum width of five (5') feet be left clear adjacent to the curb and, provided further, that all doorways, alleyways, driveways, and other means of ingress or egress to adjoining buildings and property shall remain clear of obstruction.
6. All fixtures used for sidewalk displays and sales of merchandise are removable and no such fixtures shall remain on the sidewalk when the retail business is closed.
7. All sidewalk displays and sales of merchandise shall be at the sole risk of the retail business, and the town shall not be responsible for any injuries to persons or damage to property which result from such sidewalk displays and sales of merchandise.
8. Any person who displays or sells merchandise on the sidewalk in violation of these regulations shall immediately desist from such display or sale and remove the merchandise and all fixtures used for the display, sale, or storage of such merchandise from the sidewalk upon the direction of a police officer or code enforcer.
9. Sidewalk sales are only allowed in B-1, B-2, and B-3 zoned areas.

I have read and agree with the above sidewalk regulations.

Business owner's name (please print) _____

Business owner's signature: _____

Date: _____

HIGHLAND REDEVELOPMENT COMMISSION
HIGHLAND MAIN STREET'S

2013 FESTIVAL OF THE TRAIL

September 28, 2013

PARTICIPANT AND VENDOR APPLICATION

NAME OF ORGANIZATION/BUSINESS: _____

TYPE OF ACTIVITY OR VENDOR: _____

PERSON IN CHARGE/OWNER: _____

ADDRESS: _____ TOWN/ZIP: _____

PHONE: _____ EMAIL: _____

ORGANIZATION TAX EXEMPT NUMBER: _____

IN DEPT. OF REVENUE SALES TAX NUMBER: _____

REGULATIONS FOR THE FESTIVAL:

1) Festival hours will be from 11:00 AM to 3:00 PM. All participants and vendors must state the hours that they will participate in the Festival of the Trail: I agree to participate from _____ AM to _____ AM/PM (circle one). All vendors/participants that will participate during the opening hour of the Festival of the Trail will be present for set-up one quarter hour before the start of the Festival.

2) Vendors with booths must bring their own booth/display and signage must be attached to the booth/display. Items for sale must be sold only from the booth or from the artist's display area.

3) No food preparation equipment or heating devise will be allowed. There is no electrical service at this location.

4) Participant/vendor applications will not be accepted after September 1, 2013.

I will abide by the above regulations and if any display or product is deemed objectionable by HMS, it must be removed promptly upon notification.

Printed Name

Signature

Send or email this application to: Cecile L. Petro, Redevelopment Director, Town of Highland
3333 Ridge Road, Highland, IN 46322 telephone--219-972-7598 cpetro@highland.in.gov

HIGHLAND REDEVELOPMENT COMMISSION
HIGHLAND MAIN STREET'S

2013 FESTIVAL OF THE TRAIL

September 28, 2013

ARTIST/ARTS ORGANIZATION APPLICATION

NAME OF ORGANIZATION/ARTIST: _____

PERSON IN CHARGE: _____

ADDRESS: _____

PHONE: _____ EMAIL: _____

IN DEPT OF REVENUE SALES TAX NUMBER: _____

REGULATIONS OF THE FESTIVAL:

- 1) Festival hours will be from 11 AM to 3 PM. All participants will be present for the entire duration of the festival. Set up will be from 10 AM to 11 AM and tear down will be from 3 PM to 4 PM.
- 2) Booth space will be approximately 10' x 10'. Participants will need to provide their own tents, tables and chairs. Electricity is not available at this site.
- 3) Booth space is free, but artists/organizations must apply in advance with samples of their artwork. Please submit 5 jpgs on a disc. Label the disk with artist/organization's name and each image with artist/organization's name. Applications should be turned in to Cecile Petro, Redevelopment Director, Town of Highland, 3333 Ridge Road, Highland, IN 46322. Disks will not be returned. Applications are due by September 5, 2013. Artists/organizations will be notified by September 12th. The curator's decision is final.
- 4) Artists wishing to sell their work must provide a sales tax number and must collect Indiana Sales Tax. It is acceptable for artists to have a booth to showcase their work without selling their work onsite. No sales can take place at the Festival without a sales tax number. Artists can make arrangements for future sales.

I will abide by the above regulations and if any display is deemed objectionable by HMS, it must be removed promptly upon notification.

Printed Name

Signature

Festival

! the Trail



Sponsored by Highland Main Street(HMS)

COUPON

EAT & SHOP IN HIGHLAN
Off the Trail

10% OFF

Valid: Sat.Sept 28- Sat.Oct.5

BUSINESS
NAME
& LOGO

***Coupon excludes alcoholic beverages & sale items, unless specified by the retailer*

HIGHLAND MAIN STREET MEETING
Town of Highland 3333 Ridge Road Highland, Indiana 46322
October 10, 2013 MINUTES

Call to Order

At 7:30 PM, the Highland Main Street (HMS) meeting was called to order by President Bridget DeYoung in the Upper Conference Room of the Highland Municipal building located at 3333 Ridge Road.

Roll Call:

The following members of the 2013 Highland Main Street Board were present: Bridget DeYoung, Shirley Frankiewicz, Carol Kotcka, and Redevelopment Director Cecile Petro. Members Dan Vassar, Robert Breitweiser, George VandeWerken, Vickie Rust, Cindy Rivera, Darlene Barron, Allencia Ballard, Tom Frankiewicz, and Dawn Diamantopoulos were absent. Others present included Christian Bartholomew and Mario DeGeorge.

Minutes:

HMS minutes from May 2, 2013, June 6, 2013, July 11, 2013, August 1, 2013, and September 5, 2013 were not approved due to the lack of a quorum.

Holiday Decorating Committee

Shirley reported that she will be attending the next Town Council meeting to ask for a contribution to the decorating fund. She stated that the cost of the three trees to be placed on the southeast corner of Kennedy and Highway Avenues are much more than anticipated. Shirley will be asking for a match to the funds already contributed by businesses and community people. She will also request funds from the Redevelopment Commission. A special thanks goes out to Carol, Tom, and Shirley for spending many hours researching LED-lit silhouetted trees.

Cash Mob

The third Cash Mob lead by Cindy Rivera with another wonderful hat was held on Saturday, September 21, 2013 from 10am to noon at Primitive Peddler located at 2813 Jewett Street. In reviewing the Cash Mob, members suggested that we should focus more on marketing the next event. Mario suggested that a banner be placed at the entrance of the downtown at Ridge and Highway near the "Welcome to Downtown Highland" sign. Another suggestion was to place a message on the Park Department's electronic message board.

Façade Improvement Grant Program

Cecile mentioned that Cakes By Karen at 8632 Kennedy Avenue has begun construction.

Festival of the Trail

Members discussed the Festival of the Trail. Bridget thanked all who worked on the project (especially Jillian for her work as chairperson) and declared it a success for the first event. Suggestions for the next one included:

- Provide more signage to make residents and bikers aware of the event.
- Move the booths closer to the street to be seen by traffic on Kennedy Avenue.
- Work with other events in town to have it the same day, such as the Fire Station Open House, in order to drive some foot traffic to the Festival.
- Include food.
- Talk to other towns along the Trail to ascertain whether they would be willing to participate next year.

The committee would like to receive further suggestions to make next year's event even more memorable. Members of the committee included: Jillian Van Volkenburgh, Dawn Diamantopoulos, Mario DeGeorge, Sean Kingston, and Shirley Frankiewicz.

Fall Art Display

Joanna Smith is working with the *Girls on the Run* organization to provide another Art Display in late fall. She will let us know when the art work is completed. Volunteers will be needed to distribute the art to the downtown businesses. Cecile will alert everyone when the pictures are ready to be distributed.

Tree Lighting Ceremony

The Tree Lighting Ceremony will take place on November 30, 2013. Bridget will contact Faith Church' choir and ask them to participate. Jodi Pesich from HGS has once again offered her professional services as music director. Highland Christian School may offer a Dutch treat for the event. Bridget will follow up with the school.

Nature Committee

Bridget stated that unused benches from her workplace are almost ready to be moved. She will contact Alex Brown, Superintendent of Parks, to see if they can be placed on the levee. Darlene Barron sent her report stating that the Munster Garden Club will be purchasing a park bench to be located at the levee. Thank you, Darlene, for all of your efforts to get a new park bench placed there. She is still pursuing other funding sources for a telescope and to improve the pathway up to the levee at Liable Road.

Town Theatre

Cecile and Bridget updated that group on the status of the Theatre. Three architects have submitted proposals and the Redevelopment Commission will be deciding soon on an architect. Christian and Cecile talked about a recent meeting they had with a theater consultant. Dan Dunn was also in attendance. The consultant had a wide range of experience and could offer assistance with ensuring that the building is renovated to meet the needs of today's theater, assisting with the development of a fundraising plan, and providing guidance on running the theater once it is renovated.

The members reviewed Dan's list of Non-Recurring Expenses. The following were suggested additions:

- Fire Protection System
- Stage, including curtain and screen
- Carpeting
- Fixtures and renovation of existing fixtures such as shields and statues

- Cash Register
- Safe
- Credit card machine and hook-up (or total payment system)
- Phone system
- Development of a website
- Façade renovation

Bridget suggested that the group research some of the above items so that the lowest price can be paid for the items. Please let her know if you are willing to research one of these items.

Adjourn

After no further comments and discussions, the meeting was adjourned at 9:45 pm.

Third Cash Mob Event!

Come Join Us!

THE PRIMITIVE PEDDLER

2813 JEWETT STREET

SEPTEMBER 21, 2013 | 10AM-12PM

- Support a local business!
- Spend \$20 cash and have fun!
- Meet new people!
- Become involved in Highland!
- 10% off during Cash Mob event

Join volunteer Cindy Rivera and many other Highland Main Street Members at 10:00 AM on September 21, 2013 at *The Primitive Peddler* for our third Cash Mob event! All you have to do is show up and commit to spend \$20 at the store. Show our businesses that we value them! Enjoy a 10% discount!

We will meet together outside the store just before 10:00 AM. The event goes until noon. Tell your friends and neighbors to join us!

Sponsored by

Highland Main Street

(A Volunteer Committee of the Highland Redevelopment Commission)

For more information about Highland Main Street contact

Cecile Petro at cpetro@highland.in.gov

TOWN THEATER: NON-RECURRING EXPENSES

The purpose of this outline is to provide our committee with a new draft of the potential non-recurring expenses to repurpose the Town Theater.

I. Construction Expenses

A. Refurbishing Expenses

1. Electrical Expenses
2. Plumbing Expenses
3. A.D.A. Compliance Expenses
4. New Roof
5. HVAC
6. Mold Remediation

B. New Construction Expenses

1. Projection System
2. Concession Area
3. Stage
4. Seating
5. Lobby
6. Marque Renovation
7. Sound Walls
8. Security System
9. Lights

II. Non-Construction Expenses

- A. Fundraising Expenses
- B. Legal Expenses
- C. Project Manager
- D. A Professional to Develop an RFP for a General Contractor

HIGHLAND MAIN STREET MEETING
Town of Highland 3333 Ridge Road Highland, Indiana 46322
November 7, 2013 MINUTES

Call to Order

At 7:39 PM, the Highland Main Street (HMS) meeting was called to order by President Bridget DeYoung in the Upper Conference Room of the Highland Municipal building located at 3333 Ridge Road.

Roll Call:

The following members of the 2013 Highland Main Street Board were present: Bridget DeYoung, Dan Dunn, Tom Frankiewicz, Darlene Barron and Redevelopment Director Cecile Petro. Members Dan Vassar, Robert Breitweiser, George VandeWerken, Vickie Rust, Cindy Rivera, Allencia Ballard, Shirley Frankiewicz, and Dawn Diamantopoulos were absent. Others present included Christian Bartholomew, Lee Kause, and Carol Kutcka.

Minutes:

HMS minutes from May 2, 2013, June 6, 2013, July 11, 2013, August 1, 2013, September 5, 2013, and October 10, 2013 were not approved due to the lack of a quorum.

Façade Improvement Grant Program

Bridget suggested that the members visit Cakes by Karen (8632 Kennedy Avenue), the latest business owner to take advantage of the Façade Improvement Grant program. This project is close to completion.

Festival of the Trail

Bridget would like to set up a planning meeting for next year's Festival of the Trail. An email will be sent out and all of those who would like to participate are asked to respond with available days of the week and times.

Fall Art Display

Bridget asked members to distribute "Highland On the Go" pictures once they are completed. The Girls on the Go organization is preparing pictures and Joanna Smith is coordinating this event. When the pictures are framed she will contact HMS so that pictures can be distributed to the businesses in the downtown and displayed in their windows.

Holiday Decorating Committee

Bridget thanked those on the decorating committee including Shirley Frankiewicz, Tom Frankiewicz, and Carol Kutcka for researching the many possibilities for decorations. A special thank you went to Shirley for appearing before the Town Council and obtaining a commitment of \$17K for decorations. Also, the Redevelopment Commission will offer \$1200.00 along with about \$1250 from local businesses. Six silhouette trees with toppers were ordered. Three will be placed on the SE corner of Highway and

Kennedy and another three will be place near Ridge and Highway. The committee will meet with the Public Works crew that will put the trees up to be sure of the location.

Bridget will develop a letter to give to businesses requesting them to decorate their businesses with warm white lights, preferably outlining their building's architecture. The letter will be given to them at the same time that the Art Display is distributed to the downtown businesses.

The committee will research lights for garland to be placed on the fence on the SE corner of Highway and Kennedy.

The next meeting of the committee will be at 4:00 PM on Nov. 13, 2013 at the town hall.

Tree Lighting Ceremony

The Tree Lighting Ceremony with Caroling will take place on November 30, 2013 after the Santa Parade in Main Square Park near the gazebo.

- Bridget will bring two tents.
- Jodi Pesich from HGS will lead the caroling again this year.
- Christian will ask Langel's if they want to provide coupons for the carolers.
- Mario will be asked if he will take pictures of the event.
- Bridget will maintain a list of where flyers are sent so that others will know who has and who has not been contacted and for next year's information.

Nature Committee

Darlene stated that a bench has been received from the Munster Garden Club and installed at the levee. A thank you letter has been sent. Cecile will send out a letter to the PR Manager at the Emission Testing Program who has benches available and Highland's Park Superintendent so that they can decide whether or not the benches would be appropriate for the levee. Darlene will continue to make contacts to gather support for a proper trail up the levee at Liable Road and to obtain a telescope to view the birds at the Highland Rookery.

Town Theatre

Cecile and Bridget updated the group on the status of the Theatre. Architect Ken Gurtowski from VOA was hired to ascertain whether or not the building is sustainable, and if it is, he will provide us with a scope of work and a cost figure to complete a rehab of the building.

Bridget stated that we will be looking at an operating plan while this work proceeds. Christian added that he will email a budget from another theater, so that we can encompass all of the costs in our projections.

Dan asked the group to consider his list of non-recurring expenses and he will have a draft of the recurring expenses for our next meeting. Once the recurring and nonrecurring expenses are known, HMS will make a presentation to the Redevelopment Commission.

Dan suggested that the town may be able to utilize the new 1.5% income tax monies that will be distributed to the towns and cities in Lake County for economic development. The "story" of the theater will be important for people to buy into the idea of an on-going theater in order to make it successful.

Also, if anyone in our group grew up in Highland, please consider joining the Facebook© page: "If You Grew Up in Highland". We could post photos and encourage people to talk about the theatre.

Adjourn

After no further comments and discussions, the meeting was adjourned at 9:45 pm.

Tree Lighting Caroling

November 30, 2013

Main Square Park in Highland—Meet in front of the Gazebo
Immediately following the parade—about 5:15 PM

Calling all Singers and Choir members.

For the last two years the Highland Main Street Committee along with HGS Music have performed unrehearsed Holiday caroling at the Tree Lighting Ceremony! We would love to have a large choir made of area church, school, and club members along with other Highland residents. You can participate alone or bring a group from your organization. HGS Music provides the guitar and sheet music. Just come out and kick-off the holiday season with us. Please RSVP, if possible, so we can anticipate the number of groups or individuals who will be participating. You can also contact Bridget by emailing her at: bridget.deyoung@yahoo.com or by calling her at: 219-895-3328 for more information. Bundle up and make this year even bigger than the last two! Make a joyful noise this season!

HGS Music and Highland Main Street



Highland Redevelopment

As a member of the Highland Main Street Committee one of our projects for this holiday season is to put some special outdoor decorations, in our downtown area. Our hopes are to have enough funds to put 3 Tree of lights on the south east corner of Highway and Kennedy. The trees were little more costly than anticipated, so we are hoping for a matching, or better contribution to help us make Highland Main Street more festive this holiday season.

Attached you will find a list of the business that have made a contribution, also a picture of a tree of lights. John Bach has already been contacted to make sure electrical service is available at this location. I have obtained several quotes, attached is a list of the 3 most cost efficient commercial grade trees.

Sincerely,
Shirley Frankiewicz
219-644-6868
goldfrankie@att.net

HOLIDAY DECORATIONS

Northern Lights Display

Tree Size	12'	15'	18'	21'
C9 LED Bulbs	219	366	438	511
Cost	\$2,800	\$4,351	\$4,905	\$5,677

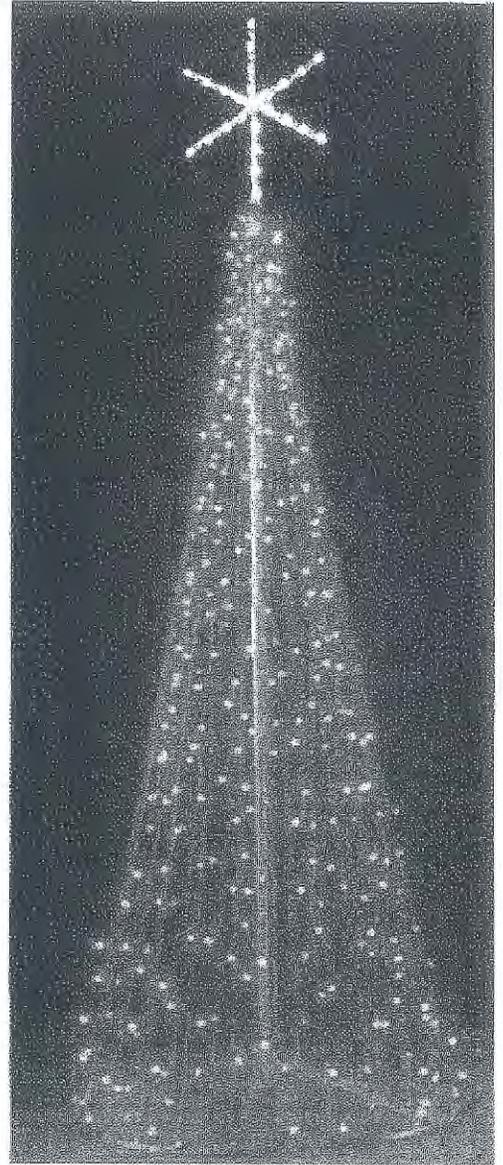
Holiday Lights&Magic Inc.

Tree Size	12'	15'	21'
C7 LED Bulbs	288	360	504
Cost	\$1,985	\$2,450	\$3,205

Downtown Decorations Inc.

Tree Size	12'	15'	21'
C7 LED Bulbs	288	360	504
Cost	\$1,810	\$2,410	\$3,550

Tree Of Lights with LED Bulbs



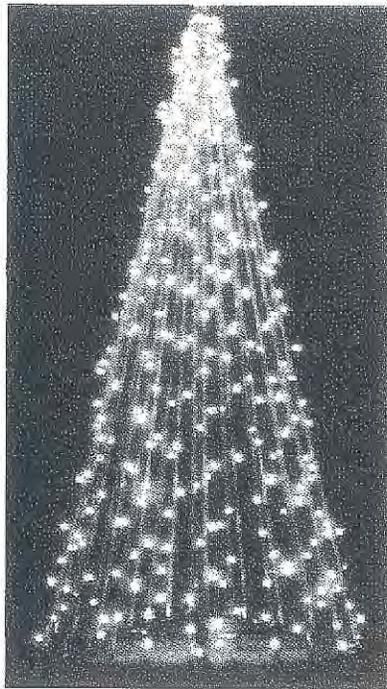
Description

Highland, IN

Decoration Quote - 2013

Large Streamer Trees:

12' Tree 4' Base 18 Streamers 219 LED C9 Bulbs	\$2800
15' Tree 5.3' Base 24 Streamers 366 LED C9 Bulbs	\$4351
18' Tree 6' Base 24 Streamers 438 LED C9 Bulbs	\$4905
21' Tree 7' Base 24 Streamers 511 LED C9 Bulbs	\$5677



Northern Lights Display
Jessica Lyons, Account Manager
6520 Edenvale Blvd., Suite 250
Eden Prairie, MN 55346
877-974-3205
www.northernlightsdisplay.com

HOLIDAY DECORATION 2013

NORTHERN LIGHTS DISPLAY

Tree Size	12'	15'	21'
C7 LED Bulbs	288	360	504
Cost	\$1,450	\$1,940	\$2,780

HOLIDAY LIGHTS & MAGIC, INC.

Tree Size	12'	15'	21'
C7 LED Bulbs	288	360	504
Cost	\$1,985	\$2,450	\$3,205

DOWNTOWN DECORATIONS, INC.

Tree size	12'	15'	21'
C7 LED Bulbs	288	360	504
Cost	\$1,810	\$2,410	\$3,550

PROPOSAL FROM NORTHERN LIGHTS DISPLAY:

Product:	Cost /item	Total
(2) 12' Trees	\$1,450	\$2,900
(2) 15' Trees	\$1,940	\$3,880
(2) 21' Trees	\$2,780	\$5,560
(6) toppers	\$589	\$3,534
Shipping	\$579/3 trees	\$1,158
Total		\$17,032

Northern Lights Display, LLC

6520 Edenvale Blvd., #250
 Eden Prairie, MN 55346
 877-974-3205

Sales Order

Date	S.O. No.
10/24/2013	1-3146A

Name / Address
Town of Highland Accounts Payable 3333 Ridge Rd, Ste 3 Highland, IN 46322

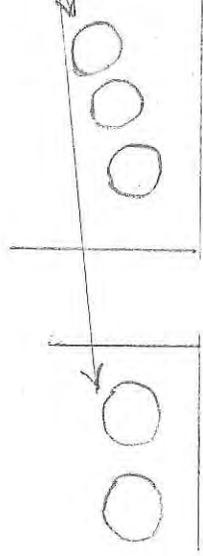
Ship To
Town of Highland Cecile Petro 3333 Ridge Rd Highland, IN 46322

NLD PO No.	Terms	Rep	Project	Customer PO
	Net 15	JL		

Item	Description	Ordered	Rate	Amount
1-24300-000	12 ft Tree of Lights - LED - warm white lights	2	1,450.00	2,900.00T
1-24301-000	15 ft Tree of Lights-LED - warm white lights	3	1,940.00	5,820.00T
1-24302-000	21 ft Tree of Lights - LED - warm white lights	1	2,780.00	2,780.00T
1-26420-000	3D 4ft Snowburst tree topper - LED warm white lights	3	550.00	1,650.00T
TTDMS3L	3' Moravian tree top star/LED	3	489.00	1,467.00T
Shipping	Shipping/handling Out-of-state sale, exempt from sales tax	1	1,355.00 0.00%	1,355.00T 0.00
			Total	\$15,972.00

*Cecile L. Petro, Redevelopment Director
 Town of Highland, IN.
 Approved this sales order 10/24/13*

FIR TREES ← HANG 30 SILVER ORNAMENTS PER TREE



HIGHWAY AVE

LITE POLE
POWER OUTLET

← TREES - 12/15/12

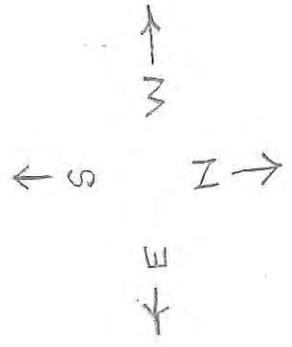
PARKING

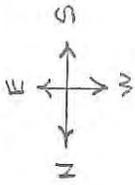
SIDE WALK

BIKE PATH

MORAVIAN TREE TOPPERS
ON ALL 3 TREES

DOCTOR'S PHARMACY





GROWLERS

PARKING LOT

SNOWBURST
TREE TOPPERS
ON ALL 3 TREES

TREES - 15/21/15

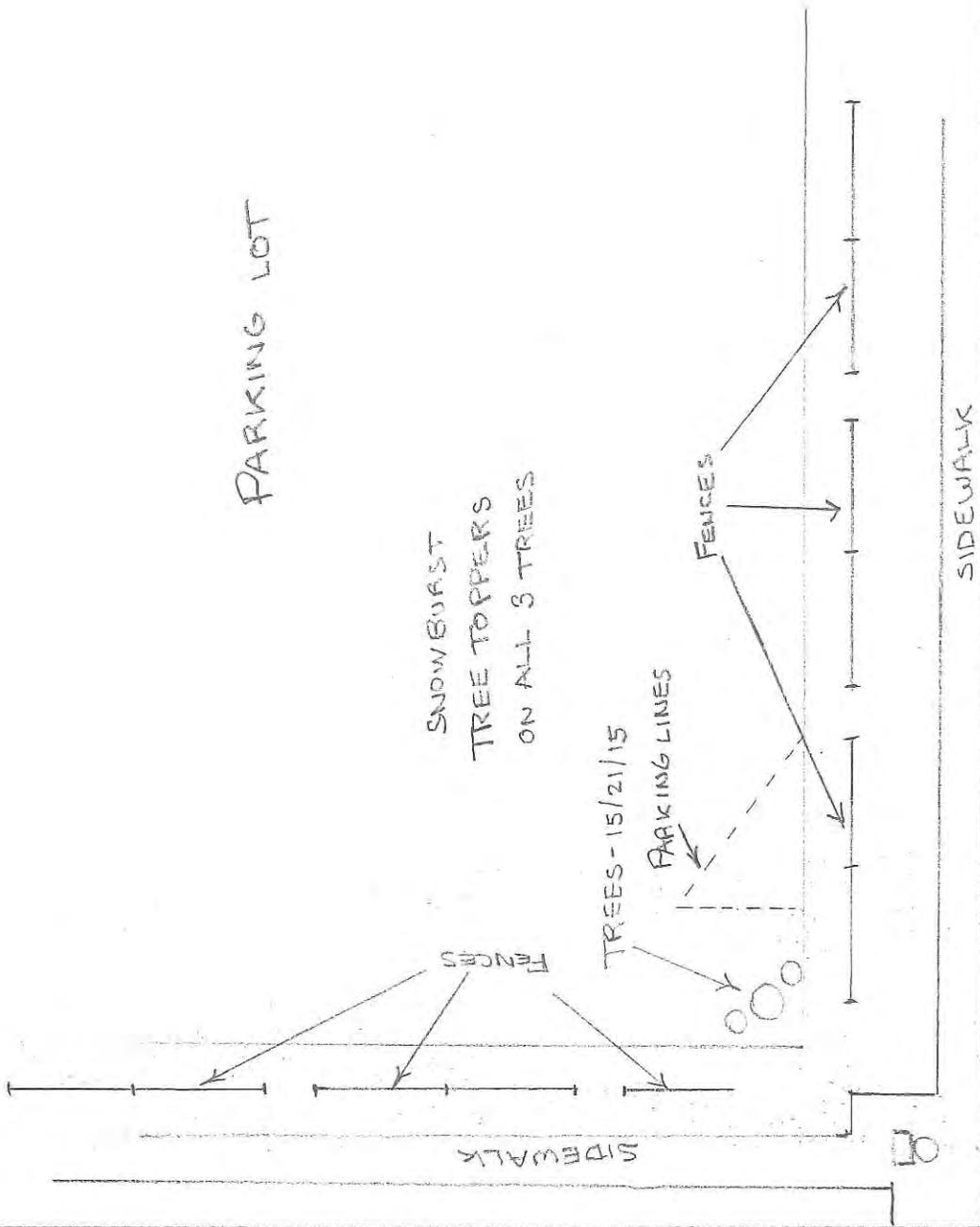
PARKING LINES

FENCES

SIDEWALK

KENNEDY AVE

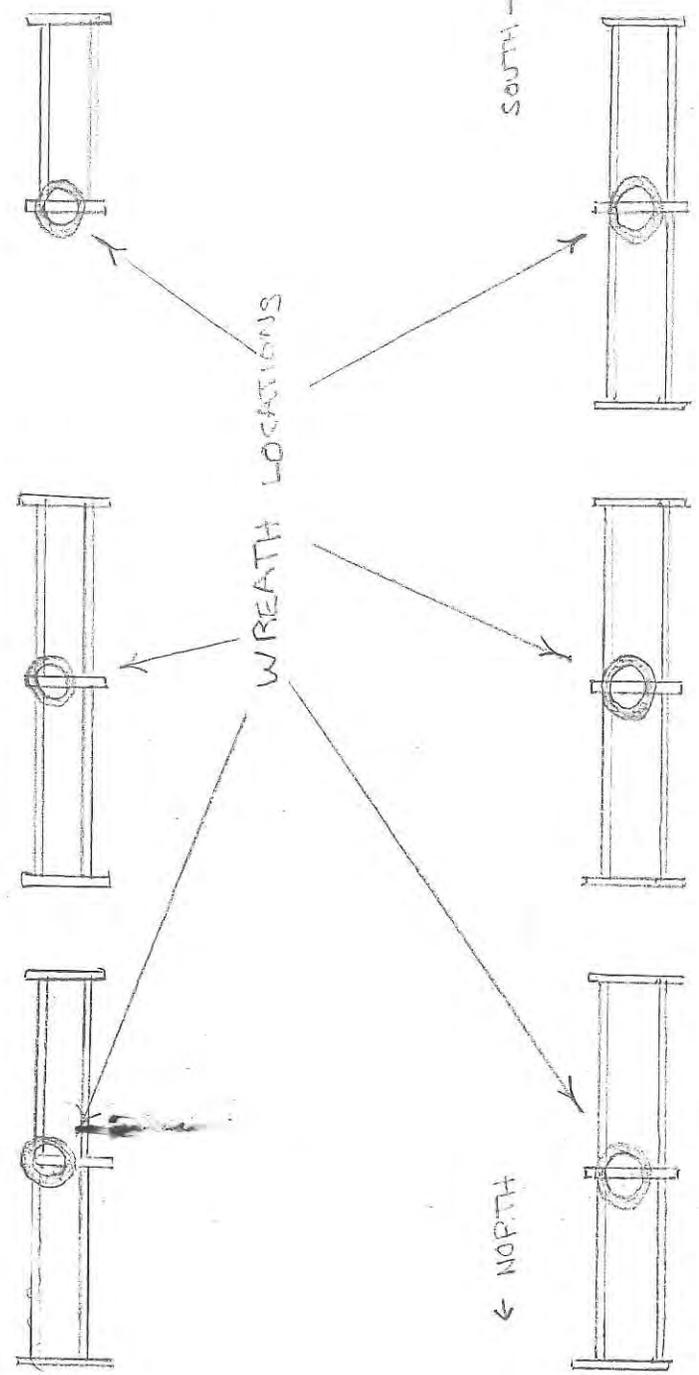
HIGHWAY AVE



← EAST

WEST →

HIGHWAY AVE FENCE



KENNEDY AVE FENCE

INRAP GARLAND AROUND TOP RAILS

TOWN THEATER: NON-RECURRING EXPENSES

The purpose of this outline is to provide our committee with a new draft of the potential non-recurring expenses to repurpose the Town Theater.

I. Construction Expenses

A. Refurbishing Expenses

1. Electrical Expenses
2. Plumbing Expenses
3. A.D.A. Compliance Expenses
4. New Roof
5. HVAC
6. Mold Remediation

B. New Construction Expenses

1. Projection System
2. Concession Area
3. Stage
4. Seating
5. Lobby
6. Marque Renovation
7. Sound Walls
8. Security System
9. Lights

II. Non-Construction Expenses

- A. Fundraising Expenses
- B. Legal Expenses
- C. Project Manager
- D. A Professional to Develop an RFP for a General Contractor

III. Additional Expenses

- A. Fire Protection System
- B. Stage, Including Curtain and Screen
- C. Carpeting
- D. Fixtures and Renovation of Existing Fixtures such as Shields and Statues
- E. Cash Register
- F. Safe
- G. Credit Card Machine and Hook-Up (or Total Payment System)
- H. Phone System
- I. Development of a Website
- J. Façade Renovation

HIGHLAND MAIN STREET MEETING
Town of Highland 3333 Ridge Road Highland, Indiana 46322
December 5, 2013 MINUTES

Call to Order

At 7:38 PM, the Highland Main Street (HMS) meeting was called to order by President Bridget DeYoung in the Upper Conference Room of the Highland Municipal building located at 3333 Ridge Road.

Roll Call:

The following members of the 2013 Highland Main Street Board were present: Bridget DeYoung, Tom Frankiewicz, Shirley Frankiewicz, Dawn Diamantopoulos, Darlene Barron, Carole Kutcka, and Redevelopment Director Cecile Petro. Members Dan Vassar, Robert Breitweiser, George VandeWerken, Vickie Rust, Cindy Rivera, Allencia Ballard, Sean Kingston, and Dan Dunn, were absent. Others present included Jillian Van Volkenburgh, and Mario DeGeorge.

Minutes:

HMS minutes from May 2, 2013, June 6, 2013, July 11, 2013, August 1, 2013, September 5, 2013, October 10, 2013, and November 7, 2013 were not approved due to the lack of a quorum.

Facade Improvement Grant Program

Bridget and Cecile reported that Cakes by Karen has completed its Façade Improvement Grant Project. The Redevelopment Commission will consider reimbursement to the owner at their next meeting on December 11, 2013. No other projects are proposed at this time. The project at 2641-2647 Highway Avenue has been postponed.

Festival of the Trail

Bridget would like to set up a planning meeting for next year's Festival of the Trail. An email will be sent out and all of those who would like to participate are asked to respond with available days of the week and times. Dawn, Mario, Jillian, Carol and Darlene expressed interest in attending a planning meeting.

Fall Art Display

Bridget will be asking members to distribute "Highland On the Go" pictures once they are completed, probably in January. Joanna Smith will let us know when they are collected, framed and ready to be distributed to the businesses in the downtown. The businesses will display them in their windows for the public to view.

Holiday Decorating Committee

The group expressed interest in spending the remaining dollars on holiday lights for next year. They also suggested that the sculpture and little gazebo area off of Kennedy Avenue be decorated next year. Another idea offered was to trim the trees with lights, as well as balls, on the South side of Highway Avenue next to the bike trail. Lastly, a window decorating contest was recommended with a prize for

the best window. A free window cleaning service for the summer or a free kiosk panel advertising the winner's business were also proposed.

Tree Lighting Ceremony

The Tree Lighting Ceremony with Caroling took place on November 30, 2013 after the Santa Parade in Main Square Park near the gazebo. Bridget stated that about 50 people caroled along with Jodi Pesich from HGS who lead the singing. The group agreed that HMS would try to increase the number of activities at this event each year. They want to make the event popular with all ages by providing a number of activities. Bridget will once again talk to the Park Department to allow Dutch cookies at the event. She thanked all of those who came out to the Tree Lighting Ceremony and Mario for taking the pictures.

Christkindlmarket

Carole will check with Our Lady of Grace Catholic Church to see if they would be interested in having a Christkindlmarket on their parking lot. Mario and Bridget will meet with Mr. Keith Bruxvoort at Strack and VanTil's. The corporation may be interested in working together on this project.

Nature Committee

Darlene and Carole went to the Park Department's Five Year Plan open forum to address the Highland Rookery. Darlene stated that there was some interest in developing a loop from that area to the downtown. Both Darlene and Carole will be working on a grant application with the Highland Community Foundation to install signage at the Rookery explaining the birds that nest in the area and to mount one set of binoculars to view the birds. The Committee will continue to contact the Little Calumet River Commission and NIPSCO to make the area accessible to all.

Town Theatre

Bridget reported that the theatre is being sampled and tested for asbestos. If it is deemed sustainable, and does not have significant asbestos, then drawings will be made by the architect. Dan Dunn was absent, so the goals will be reviewed at the next meeting.

Goals for 2014

Bridget stated that she will be sending out a list of tentative goals for next year that will be reviewed at the January meeting. Some of the areas include:

- Provide a newsletter on the arts in the area.
- Encourage property owners to take advantage of the Façade Improvement Grant Program.
- Renovate the Theatre
- Expand the Festival of the Trail
- Improve the Highland Rookery area.
- Enhance tree lighting during the holidays.
- Encourage holiday decorating on the part of the businesses.
- Provide Art Displays.

- Begin to improve the municipal parking lot.
- Provide a car show in conjunction with other businesses.

Members are asked to add to the goals, especially in areas that they have an interest. Send those additions to Bridget or Cecile.

Change Date for January 2014 Meeting

HMS will change the date of their January 2014 meeting from January 2, 2013 to January 9, 2013.

Adjournment

The meeting adjourned at 9:24 PM.



Conceptual Site Plan



Highland Liable Trailhead & Links: Opinion of Probable Construction Cost

6-Aug-13

Material	Qty.	Unit	\$/unit	Total Cost
Option A				
Mobilization/General Conditions	1.0	LS	\$ 35,000.00	\$ 35,000.00
Primary Trail (10' wide asphalt)	955.0	LF	\$ 125.00	\$ 119,375.00
Loop extention trail (10' wide asphalt)	610.0	LF	\$ 125.00	\$ 76,250.00
Wood Rail Fence	270.0	LF	\$ 60.00	\$ 16,200.00
Parking & Road Paving (Asphalt)	17400.0	SF	\$ 5.00	\$ 87,000.00
Landscape Buffer & Enhancements	1.0	LS	\$ 15,000.00	\$ 15,000.00
Stairs	2.0	EA	\$ 15,000.00	\$ 30,000.00
Total				
				Construction Subtotal \$ 378,825.00
				20% Contingency \$ 75,765.00
				Grand Total \$ 454,590.00

NOTES:

1. This engineer's opinion of probable construction cost has been prepared based upon Liable Trailhead design prepared by SEH.
2. This engineer's opinion of probable construction cost has been prepared based upon the engineer's experience as a design professional and is furnished for information only. It does not constitute a guarantee of actual construction costs.
3. This engineer's opinion of probable construction cost does not include any professional design fees or permit fees.
4. This engineer's opinion of probable construction cost does not include construction supervision or inspection costs
5. Mobilization/General Conditions assumed to be approx. 10% of construction cost; where not listed such costs are assumed in the Lump Sum Unit Cost.

ATTACHMENT B

HIGHLAND MAIN STREET BUREAU ANNUAL REPORT 2013

- 1. CURRENT LIST OF COMMITTEES**
- 2. CURRENT LIST OF MEMBERS**
- 3. COMMITTEE MINUTES**

Most often, HMS's committees conduct business through electronic mail or by telephone. Very seldom are the members able to meet in person due to their busy schedules. We have found these methods to be most efficient for the program. Our monthly HMS meetings are a time for committees to report progress, seek guidance, or offer new ideas.

HIGHLAND MAIN STREET COMMITTEES

AND COMMITTEE MEMBERS

2013

Social Media

Bridget DeYoung

Allencia Ballard

Dawn Diamantopoulos

Art Projects

Art Displays in Business Windows--Joanna Smith,

Window Art Gallery—Bridget DeYoung, Mike Lewandowski, Dawn Diamantopoulos

Relocation of the Sculpture—Darlene Barron, Tom Frankiewicz

Music, Dance, Recreation & Theater

Musicians at the Farmers' Market--Jodi Pesich

Mario DeGeorge

Sean Kingston

Rebecca Vander Plaats

Nature and Wildlife

Darlene Barron

Tom Frankiewicz

Carole Kutcka

Town Theater

Christian Bartholomew

Dan Dunn

Bridget DeYoung

Business Partnerships

Facade Improvement--Mario DeGeorge, Shirley Frankiewicz, Cindy Rivera

Cash Mob--Cindy Rivera

Pop-Up Galleries—Dawn Diamantopoulos

Coupon Program with the Schools and Restaurants—Bridget DeYoung

Holiday Programs

Christmas Tree Lighting Event—Bridget DeYoung, Jodi Pesich

Downtown Decorating—Shirley Frankiewicz, Tom Frankiewicz, Mario DeGeorge, Michelle Casiano, Carol Kutcka

Sports Partnership

Needs to be filled

Festival of the Trail

Jillian Van Volkenburgh

Mario DeGeorge

Sean Kingston

Dawn Diamantopoulos

Shirley Frankiewicz

TOWN THEATRE SUBCOMMITTEE

HIGHLAND MAIN STREET

Town of Highland Redevelopment Commission 3333 Ridge Road Highland, Indiana 46322

June 24, 2013

Christian and Bridget met today. Christian suggested we should make it a priority to finalize the total project cost of theater renovation. We could use the information we currently have to help either a general contractor or an engineering firm make an estimate on the project. This project cost would only include getting the theater to a minimally useful state as a theater.

The commission must decide how to go about this. Without this information, it will be impossible to determine how to proceed with finding funding for the project. The project will move forward very slowly if we do not take this step.

The Theater subcommittee will be meeting approximately bi-weekly to research more into the theater funding. Bridget will plan these meetings with Dan, Christian, and Cecile if at all possible. The meetings will be a good use of time and will be kept short and on topic.

During the subcommittee meetings, research will be completed on the funding of other theaters. We will study theaters with things in common to ours to help make informed decisions and develop connections if possible.

Bridget will contact Christian and determine if the Highland Community Foundation could be helpful to us.

Minutes provided by Bridget Deyoung.

HIGHLAND MAIN STREET

Nature Committee Meeting

August 15, 2013 1:00 PM Highland Town Hall

Attendance: Tom Frankiewicz, Darlene Barron, and Cecile Petro

Discussion Topic: Highland Rookery

Purpose of the Meeting: Direction for the Rookery

Cecile will ask Rich Underkofler, President of the Board of Highland Community Foundation, if he will assist with an application to the Legacy Foundation for a grant. Darlene has an application, but it may be too old. The group will also wait to hear from the Little Calumet River Commission and NIPSCO regarding possible funding.

Darlene may or may not participate in the Festival of the Trail with information and pictures of the Rookery.

Cecile will ask Bridget DeYoung if he has seen the benches that have been offered by Bridget's employer that could be placed on the levee near the rookery. Darlene will talk to Alex (Parks Superintendent) regarding additional contributions for benches and if he has possible sites on the levee for them.

Darlene will also look into the cost of scopes or stationary binoculars.

HIGHLAND MAIN STREET

Festival of the Trail Committee Meeting

July 1, 2013 1:00 PM Town Hall

Roll: Bridget DeYoung, Jillian Van Vandenburg, Shirley Frankiewicz, Jodi Pesich, Darlene Barron, and Cecile Petro

Purpose of meeting: Discussion to formulate a plan to provide a festival featuring the arts

Cecile will check on these items:

- Ask Sean Kingston to provide a physical fitness segment at the festival
- check on insurance for the event
- Check on permits, etc. that may be needed
- Check with police to see if they would want to provide bike safety information

Bridget will:

- Pick a day for the event
- Contact Jill regarding the "Girls on the Run" program to see if they would like to sell water bottles or Gaterade
- Check with dance and theatre groups to see if they are interested in performing

Jillian will:

- Work on a coupon for restaurants
- find out how we can provide water bottles and chips
- Ask Dawn Diamontopoulos if she can get the following organized:
 - Create art by kids ("Young Rembrandts")
 - Face Painting
 - Professional artists
- tents

Darlene will:

- put information together to pass out to riders regarding the Highland Rookery

Shirley will:

- Contact businesses to see if they want to participate in either the actual festival, have a coupon for distribution, and/or have a sidewalk sale in conjunction with the event.

Jodi at HGS needs to be contacted.

Tentatively schedule the event for September 28, 2013.

Highland Main Street
Festival of the Trail Committee Meeting
September 16, 2013 at 11:00 AM Town Hall

Roll: Jillian Van Volkenburgh, Dawn Diamantopoulos, and Cecile Petro

Purpose of Meeting: Update on preparations for Festival of the Trail

Summary:

The following outlines the progress made for set-up for the festival.

Entertainment

Tony & Amy (Jodi Pecish will recruit)

Zander Melby (Jodi will make contact)

Dyer Wind Ensemble (possible)

Artists

South Lake Artist Co-op (2-3 will be there at all times)

Desiree Simpson (Dawn will evaluate her information and CD and notify her)

Participants (filled out forms are needed to participate) (* means that the form has been received)

East Wind*

MC Sports*

Sean Kingston's Physical Fitness routine

Boy Scouts will sell candy bars*

Girls on the Run (Dawn will contact to see what they will do)*

Culvers (Jillian will contact and find out what they will do)

Hammond Art (Dawn will contact)

Ridge Cyclery (Cecile will ask Mario if a contact has been made)

Brrr (Cecile will call regarding frozen food product)

Parks Dept. (Cecile will contact)

Zumba by Sarah (Cecile will contact)

Elegance

Coupons that will be available

Applewood Farms

Cakes by Karen*

The Hydrant*

Zandstra's (Jillian will get form)

Hoosier Highlander (Jillian will check on this)

Traditions (Jillian will check on this)

Primitive Peddler (Cecile will follow-up)

Elegance (Cecile will ask if they are going to participate in the festival, sidewalk sale, and/or coupons)

Sidewalk Sale (*means that we received the filled out form)

Comfy Couch*

The Hydrant (Cecile will check)

First Financial Bank*

Elegance (Cecile will check)

Highland Main Street table

Façade Improvement Grant Brochures

Applications for HMS

Before and After pictures of the FIG

Pop-Up Gallery pictures

Cash Mob information

Art Display information

Window Art Gallery information

Items to do

Cecile—get pictures to Dawn for collage

 Get Display boards to Dawn

 Check out the bike trail resurfacing timetable

 Check with Cakes by Karen regarding participation

Bridget—can she get a tent for the day?

HIGHLAND MAIN STREET
Holiday Decorating Committee
Minutes from September 27, 2013 1:30 PM Meeting

Roll: Shirley Frankiewicz, Tom Frankiewicz, Carol Kutcka, and Cecile Petro

Substance of Meeting:

Tom and Shirley presented a schematic noting where every electrical outlet is located in the downtown. Months ago the Committee thought it would receive a large amount of donations. Because that did not occur, the Committee discussed the type of decorations that would have an impact on the downtown with the limited amount of funds (\$1090). They decided to purchase silhouette type trees made out of LED lights grouped in threes. The following locations were chosen:

1st choice: SE corner of Highway and Kennedy Avenues on the RC lot.

2nd choice: Entrance to the downtown at Ridge and Kennedy Avenues

3rd choice: NW corner of Ridge and 5th Street near the bike path

The Committee will call vendors that sell commercial grade decorations. The following information will be gathered:

--price

--warranty

--LED lights (warm end of the white spectrum)

--three different size trees priced

--commercial grade

Other action items:

1. A motion for the approval of decorations will be placed on the next HMS agenda.
2. Cecile will contact the Public Works Director regarding electricity to the trees.
3. An article will be sent to the Gazebo Express thanking those who contributed.
4. Cecile will send the committee the state sales tax exempt form.
5. Cecile will send Shirley's letter to the town council once again requesting more funds to decorate the downtown.
6. Cecile will ask the Public Works Director if his staff could make a sign thanking those businesses that have contributed to the decorating fund.
7. On the next HMS agenda, the Committee will ask a member to design a thank you sign.

The Committee adjourned to the location of the 1st choice. Several points were made by the committee:

--Access to electricity was reviewed. The nearest outlet was quite far from the potential location. This will be discussed with the Public Works Director.

--One or more parking spaces will have to be eliminated to place the trees in the parking and easement areas.

--Fencing of some kind will have to be around the base of the trees so that cars do not plow into the trees.

Meeting adjourned at 3:00PM

Follow-up conversation with Mr. John Bach, Public Works Director:

On Monday, September 30, 2013, Cecile spoke with Mr. Bach regarding the electric situation. He will visit the site and see what the possibilities are. Electricity may be able to be obtained from the overhead lines at the nearest pole and then attached to the trees through additional wiring. He did not see a problem with the site.

HOLIDAY DECORATING COMMITTEE MEETING

NOVEMBER 13, 2013 AT 4:00 pm

ROLL: Tom Frankiewicz, Shirley Frankiewicz, Bridget DeYoung, and Cecile Petro

DISCUSSION: Below are the results of the discussion

We have about \$3478.00 left in monies to spend on decorations (after the purchase of six trees and six toppers).

--I will ask John Back (Public Works) these questions:

--Let us know when the trees are in and before they are placed in their locations.

--What type of barrier will be used to protect the trees from cars within the parking lot?

--Can we camouflage the orange barrier (if that is what will be used) with something white?

--Will there be power to the decorations on the fences?

--Does he have anything to create a "fence" at the second location?

--Will he put up cones or some other barrier in the parking lot the day before installing the trees, so that cars are not parked close to the trees?

--We will check what we need for the fence after the trees are up.

--In the meantime, Tom and Shirley are going out and looking at possibilities and will purchase items now so that we have some choices.

MEETING ENDED AT 5:10 pm

ATTACHMENT C

HIGHLAND MAIN STREET BUREAU ANNUAL REPORT 2013

CURRENT WORK PLANS (GOALS)

HIGHLAND MAIN STREET GOALS FOR 2014

1. Town Theater – We hope to renovate the theater in 2014.
 - a. Complete all construction drawings.
 - b. Hire a GC to complete work using volunteers.
 - c. Complete a solid business plan to match the committee’s vision for the theater.
 - d. Promote economic development around the theater.
 - e. Work with a professional artist to do a print of the theater. Sell the print as a limited addition to benefit the theater project.
 - f. Find a way to utilize the old projectors as art in Downtown Highland.
 - g. Set up a method of sustained funding for the theatre.
2. Student Art Displays
 - a. Two art displays will be placed in the downtown business windows to display student art.
 - b. Increase marketing efforts to encourage more foot traffic in the downtown.
3. Pop-Up Galleries
 - a. Hold two pop-up Galleries.
 - b. Explore new avenues to promote the events to feature both the artists and the space.
4. Façade Improvement Program
 - a. Promote the façade improvement program at least one time in the town’s newsletter, *The Gazebo Express*.
 - b. Visit each downtown business once to promote the façade improvement program.
 - c. Feature businesses that have already received the grant in articles about the program on Facebook.
 - d. Begin 4 new façade projects in 2014.
5. Cash Mobs
 - a. Hold 2 cash mobs.
 - b. Work on marketing the mobs to increase attendance.
6. Festival of the trail
 - a. Hold the festival again in the fall.
 - b. Increase marketing, participation, and invite other towns along the trail to hold a festival the same day.
 - c. Work on promoting the sidewalk sale to increase business in town.
 - d. Include more arts, music, dance, and fitness activities at the festival.
 - e. Have 20 booths or more.
 - f. Consider a date to hold the festival that will tie into another event downtown.
7. Parking lot improvement project
 - a. Plan an improved downtown parking area and propose it to the Redevelopment Commission.
8. The Rookery
 - a. Improve access to the Rookery area. Connect the trail so that the downtown can have a nature walking trail loop.

- b. Work with the Highland Community Foundation and Highland Park Department to apply for a grant with Legacy Foundation to provide signage, an additional bench, and stationary binoculars at the rookery.
 - c. Work with the Little Calumet River Basin Commission and NIPSCO to secure additional project funding.
9. Holiday Decorations
- a. Gain sponsors to further improve the downtown decorations for 2014.
 - b. Encourage businesses to decorate in the downtown.
 - c. Create a contest for downtown decorations.
 - d. Advertise our downtown as a beautiful shopping destination for the Holidays.
10. Tree Lighting event
- a. Work with HGS to hold a Holiday Sing-a-long/Caroling at the November Tree Lighting Event.
 - b. Improve the culture of the event by offering a local Dutch treat and possibly hot wine.
 - c. Ad some type of art or dance to the event.
11. MWBE
- a. Promote MWBE Certification to our Downtown Businesses.
12. Christkindlmarket
- a. Contact local churches to see if they would be interested in co-hosting event.
 - b. Contact Strack and Van Til to see if the corporation would be interested in co-hosting the event.
13. Art Awareness
- a. Provide an electronic newsletter on the arts in the region.
 - b. Request a volunteer to commit to updating the information in a timely manner.
14. Car Show
- a. Explore the possibility of providing a car show.
 - b. Meet with businesses that have expressed an interest in the past to assess their current interest and ability to work with HMS to host an event.
15. Increase the number of retail establishments in the downtown.
- a. Develop a program that will assist new retail businesses in getting started.
 - b. Model the program after other retail programs throughout the U.S.
16. Discount Coupon Program
- a. Continue to provide discount coupons from downtown and other Highland businesses to students who perform in the arts or create visual art.

ATTACHMENT D

HIGHLAND MAIN STREET BUREAU ANNUAL REPORT 2013

ORGANIZATION BUDGET

HIGHLAND MAIN STREET BUREAU IS A COMMITTEE UNDER THE HIGHLAND REDEVELOPMENT COMMISSION AND DOES NOT HAVE A SEPARATE BUDGET. ALL EXPENDITURES ARE APPROVED BY THE COMMISSION AT THEIR REGULARLY SCHEDULED MONTHLY MEETING.

ATTACHMENT E

HIGHLAND MAIN STREET BUREAU ANNUAL REPORT 2013

MAIN STREET BY THE NUMBERS

EXCEL SPREADSHEET

- 1. JANUARY – JUNE 2013**
- 2. JULY – DECEMBER 2013**
- 3. JANUARY – DECEMBER 2013**

JANUARY - December 31, 2013 NUMBERS

Please fill out this form to the best of your ability. These numbers are important to track for your community.

Organization Name: GHLAND MAIN STREET BUREAU

13	Number of Square blocks in your downtown district	Number of Buildings in your Downtown	Number of businesses in your Downtown	Number of jobs located downtown	Number of Residents
	APPROX. 125 UNITS	APPROX. 108	APPROX. 300	APPROX. 300	23,757

Design Investment

	Number of Businesses	Private \$\$	Public \$\$	MS Grant/Loan \$\$	Total
Facade Renovation	8	\$328,409.00		\$97,546.00	\$425,955.00
Building Rehabilitation	10	\$96,015.00			\$96,015.00
New Construction	1	\$45,380.00			\$45,380.00
Public Improvements	LANDSCAPING		\$5,000.00		\$5,000.00

Façade Renovation

Exterior work only-painting, façade cleaning, signs, windows, awnings, ect.

Building Rehabilitation

Exterior and interior rehab - building systems, HVAC, roof work, ect.

Public Improvements

Streets, sidewalks, lights and fixtures; landscaping, public amenities (benches, trash cans, flowers), new road ways downtown, ect.

*Be sure to include numbers that were publicly invested by the City, State, or Federal gov't. into downtown.

Economic Restructuring

	Total Businesses	# of Jobs
New Business Openings	5	20
Business Relocations IN	0	0
Business Expansions	1	1
Business Closings	3	7
Business Relocations OUT	1 (NON-PROFIT)	0 (ALL VOLUNTEERS)

	Total Projects	# of Units	Total Investment
	0		

Promotion (July -Dec. 2013)

Event	# of Attendees	New Profit/Loss	# of Volunteers	# of Volunteer Hours
Cash Mob #2 7-13-13	15	N/A	5	12
Cash Mob #3 9-21-13	20	N/A	5	12
Festival of the Trail 9-28-13	60	N/A	10	80
Caroling at Tree Lighting 11-30-13	50	N/A	5	20

Organization

Total Budget for Organization	Total # of Volunteers for Organization	Total # of Hours for Volunteers
0	24	701

*Volunteers should include events, Board members, Committee Members

*Volunteer time should include events, Board meetings, Committee meetings, etc.

JULY - December 31, 2013 NUMBERS

Please fill out this form to the best of your ability. These numbers are important to track for your community.

Organization Name: GHLAND MAIN STREET BUREAU

13	Number of Square blocks in your downtown district	Number of Buildings in your Downtown	Number of businesses in your Downtown	Number of jobs located downtown	Number of Residents
	APPROX. 125 UNITS	APPROX. 108	APPROX. 300	APPROX. 300	23,757

Design Investment

	Number of Businesses	Private \$\$	Public \$\$	MS Grant/Loan \$\$	Total
Facade Renovation	5	\$281,011.00		\$83,463.10	\$364,474.10
Building Rehabilitation	8	\$86,288.00		\$0.00	\$86,288.00
New Construction	0	\$0.00		\$0.00	\$0.00
Public Improvements	LANDSCAPING	\$0.00	\$5,000.00	\$0.00	\$5,000.00

Façade Renovation Exterior work only-painting, façade cleaning, signs, windows, awnings, ect.
Building Rehabilitation Exterior and interior rehab - building systems, HVAC, roof work, ect.
Public Improvements Streets, sidewalks, lights and fixtures, landscaping, public amenities (benches, trash cans, flowers), new road ways downtown, ect.
**Be sure to include numbers that were publicly invested by the City, State, or Federal gov't. into downtown.*

Economic Restructuring

	Total Businesses	# of Jobs
New Business Openings	0	0
Business Relocations IN	0	0
Business Expansions	1	1
Business Closings	1	4
Business Relocations OUT	1 (NON-PROFIT)	0 (ALL VOLUNTEERS)

	Total Projects	# of Units	Total Investment
	0		

Promotion

Event	# of Attendees	New Profits/Loss	# of Volunteers	# of Volunteer Hours
Cash Mob #2 7-13-13	15	N/A	5	12
Cash Mob #3 9-21-13	20	N/A	5	12
Festival of the Trail 9-28-13	60	N/A	10	80
Caroling at Tree Lighting 11-30-13	50	N/A	5	20

Organization

Total Budget for Organization	Total # of Volunteers for Organization	Total # of Hours for Volunteers
0	24	444

**Volunteers should include events, Board members, Committee Members
 Volunteer time should include events, Board meetings, Committee meetings, etc.

JANUARY - June 30, 2013 NUMBERS

Please fill out this form to the best of your ability. These numbers are important to track for your community.

Organization Name: HIGHLAND MAIN STREET

Number of Square blocks in your downtown district	Number of Buildings in your Downtown	Number of businesses in your Downtown	Number of jobs located downtown	Number of Residents
13	Approx. 80	Approx. 110	Approx. 300	23,757

Design Investment

	Number of Businesses	Private \$\$	Public \$\$	MS Grant/Loan \$\$	Total
Facade Renovation	3	\$47,398.00		\$14,082.90	\$61,480.90
Building Rehabilitation	2	\$9,727.00			\$9,727.00
New Construction	1	\$45,380.00			\$45,380.00
Public Improvements					\$0.00

Facade Renovation Exterior work only-painting, facade cleaning, signs, windows, awnings, ect.
Building Rehabilitation Exterior and interior rehab - building systems, HVAC, roof work, ect.
Public Improvements Streets, sidewalks, lights and fixtures, landscaping, public amenities (benches, trash cans, flowers), new road ways downtown, ect.

*Be sure to include numbers that were publicly invested by the City, State, or Federal gov't. into downtown.

Economic Restructuring

	Total Businesses	# of Jobs
New Business Openings	5	20
Business Relocations IN		
Business Expansions		
Business Closings	1	3
Business Relocations OUT		

Cost of rent per sq. foot	\$9 to \$15
% of downtown bldgs. Owned by absentee landlords	Approx. 25%

% of Downtown Building Vacancy Rate	5-10%	2nd floor	3rd floor
		1st floor Commercial	

New Housing Units	Total Projects	# of Units	Total Investment
	0		

Promotion

Event	# of Attendees	New Profits/Loss	# of Volunteers	# of Volunteer Hours
Pop-Up Gallery #5	60	n/a	4	18
Spring Art Display	n/a	n/a	5	15
Musicians in the Park	250	n/a	5	12
Window Art Gallery	n/a	n/a	3	10
Cash Mob #1	20	n/a	3	3

Organization

Total Budget for Organization	Total # of Volunteers for Organization	Total # of Hours for Volunteers
\$0	24	257

*Volunteers should include events, Board members, Committee Members
 **Volunteer time should include events, Board meetings, Committee meetings, etc.